

AMERICAN BUILDER

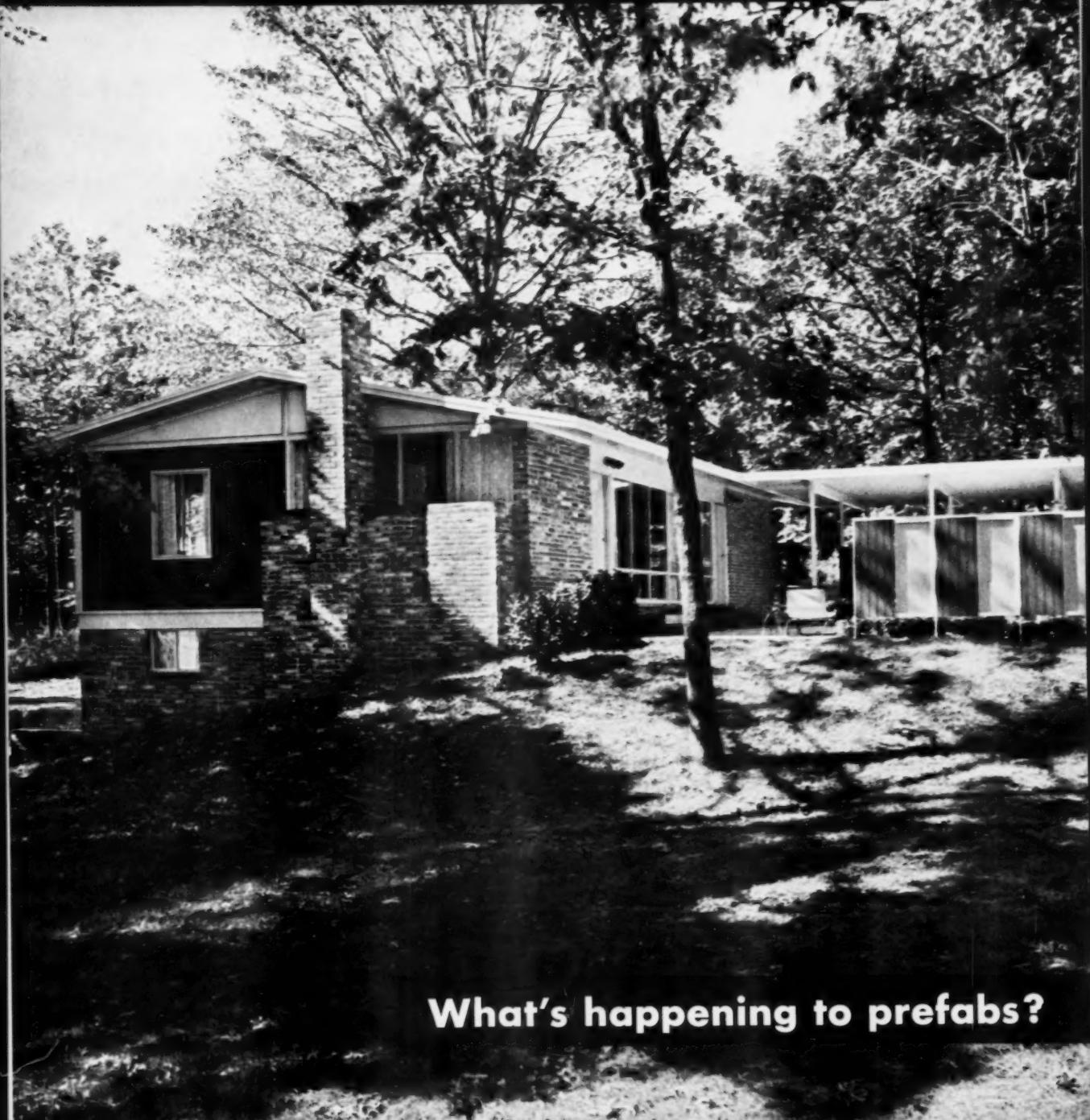
THE WORLD'S GREATEST BUILDING PAPER

★ FEBRUARY 1956

75 CENTS

Will plastics
change building?

BRICK:
new trends



What's happening to prefabs?

This NuTone "IN-BUILT"

...will help Sell Thousands of New Homes in 1956!

1 It's a Large Mixer

2 It's a Food Blender

3 It's a Knife Sharpener



It's Here NOW!

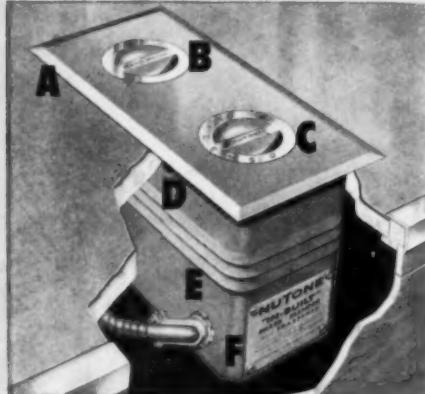
THE KITCHEN APPLIANCE of the FUTURE

...saves precious workspace on kitchen counters

Here are the three most widely used kitchen appliances — a Food Mixer - Blender - Knife Sharpener - all in-built — completely recessed — fits flush with any counter space — operated from one powerful, sealed-in motor. Stainless steel counter plate holds the enclosed switch.

The Food Mixer is revolutionary in design — bowl is Anodized Aluminum — motor-driven — full 3½ quart — unbreakable — the world's finest mixer! . . . The Powerful Blender has 6 speeds — stainless steel blades — sealed in for safety. Women will love the unusual Electric Knife Sharpener — guaranteed to give finest blades a long-lasting sharpness!

Guaranteed by NuTone — one of the most dependable names in the Electrical industry. U.S. & Foreign Patents Pending.



A. Stainless Steel Plate
B. Selecto-Matic Drive Cover
C. Recessed Speed Dial

D. Adjustable mounting bracket
E. Air discharge ports
F. Removable plate for wiring

A BIG, NEW FEATURE FOR YOUR 1956 HOMES!

This world's first — NuTone in-built kitchen appliance will excite the enthusiasm of all home buyers. It will set a complete new small-appliance trend towards in-built construction — along with in-built ranges, refrigerators etc.

NuTone guarantees its Mixer - Blender - Sharpener to be as good or better than any nationally known individual appliance of its kind. We have independent laboratory tests to prove this claim!

Write for specifications and 4-color folder.

Word gets around...
LOCKWOOD OAK FLOORS
shape up faster!



CLOUD'S Lockwood OAK FLOORING

A TYPICAL LETTER
 FROM OUR ROUTINE FILES
 ... AND WE GET 'EM
 EVERY WEEK!

**Saves You Up To 35% In
 Laying-Through-Finishing**

Continental Forest Products Co.

D.D. HUNTING LUMBER CO.

CEDAR RAPIDS, IOWA

November 29, 1955

Cloud Oak Flooring Company
 Springfield, Missouri

Gentlemen:

Back in August we shipped some Oak Flooring to Stoddard Lumber Co., Stoddard, Wisconsin

Today Adamac booked him for another 4,000' of 25 32x1-1/2 Clear Red. I'll probably get the order to you in tomorrow night's mail.

This dealer told Adamac that on one job, the contractor had a professional floor finisher from LaCrosse come out to do the job. This floor finisher told the contractor that he had never had a floor shape up as fast as the one laid by this contractor using the Cloud Oak Flooring.

The contractor of course told the lumber dealer, and if nothing else said him, that did.

Sincerely,

W.H. Gibbs

WILLARD H. GIBBS
 Vice-President, Division B

• PRECISION MILLING

Sanding and finishing costs run much less with Lockwood Oak Floors, which look sanded even before the sander has been put on them. This precision-milling (after perfect kiln-drying and tempering) is another reason Lockwood Oak Floors shape up faster!

• NAIL GROOVE

Cloud's Lockwood Oak Flooring has a special nail groove milled in the top of the tongue. It correctly positions nail for driving and it serves as seat for nail head, with no counter sinking required, thus speeding installation.

• SPLINTER CLIPPER

Oak flooring's common "chip" or "splinter" often left by the end matcher grooving saw has been eliminated in Lockwood brand with an ingenious special saw that darts in and bevels the grooved corner where this work-slowing splinter normally is left.

SEE YOUR
 LOCAL
 DEALER



CLOUD OAK FLOORING CO.
 SPRINGFIELD, MISSOURI

Published monthly by Simmons-Boardman Publishing Corporation, Emmett Street, Bristol, Connecticut, with editorial and executive offices at 30 Church Street, New York 7, New York. Subscription prices: in the United States and Possessions, and Canada, one year \$3.50; \$7.00 for three years. Single copy 75 cents. Entered as second class matter at the Post Office at Bristol, Conn., July 20, 1950, under act of March 3, 1879. Copyright 1956 with all rights reserved.



**easier installation...
smoother performance
for all sliding doors**



GOES UP FAST



EXTREMELY QUIET



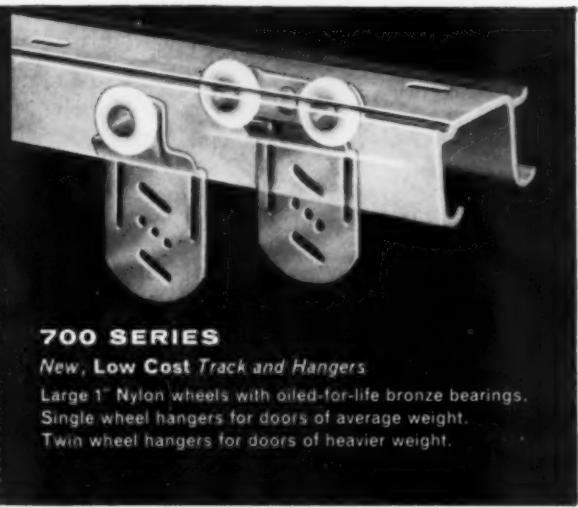
LONGER LIFE



600 SERIES

The Accepted Standard of Quality

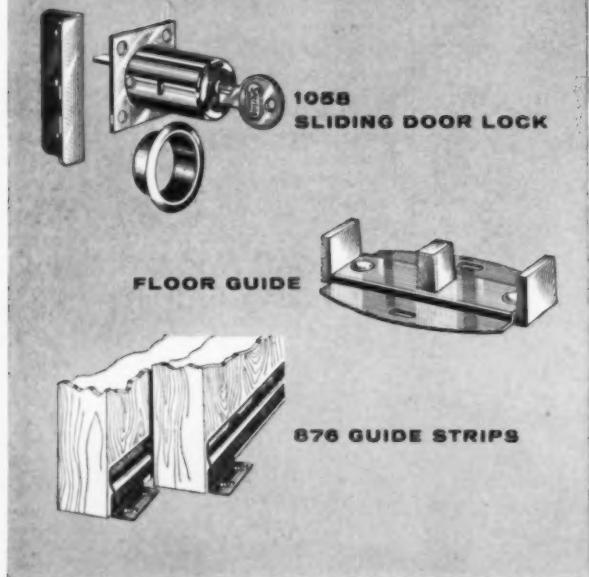
Satin finish aluminum track with built-in apron.
Adjustable hangers, Nylon wheels
with oiled-for-life bronze bearings.
Only 1" headroom required.



700 SERIES

New, Low Cost Track and Hangers

Large 1" Nylon wheels with oiled-for-life bronze bearings.
Single wheel hangers for doors of average weight.
Twin wheel hangers for doors of heavier weight.



Send for our new 24-page catalog showing
the most complete line of sliding door
hardware and other builders' products
or see our catalog in Sweet's Files.

*"Every Sterling product
is guaranteed to be good"*

John Sterling
President

STERLING HARDWARE MANUFACTURING CO.
2345 West Nelson Street, Chicago 18, Illinois

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The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

New point of view

Houses near a major highway may not be as tough to sell as you think. The American Society of Planning Officials reported recently that a survey among homeowners showed that 65% felt that a nearby highway was a convenience—not a detriment—to the neighborhood. In one neighborhood, 68% of those who lived within 100 feet of a highway favored it; only 23% did not. Of those who lived 300 to 400 feet away, the ratio was 83% to 8%.

They're bullish

Your customers should be in a good frame of mind about buying. A recent survey made by the University of Michigan's Survey Research Center disclosed that 82% of people with incomes of \$5000 and over expect good times to continue throughout 1956.

How to take up the slack

A sharp upturn in home modernization will more than offset the modest decline in new home building, says R. A. Schaudt, president of the National Retail Lumber Dealers Association. To insure his prediction, the NRLDA has just issued a 16-page brochure on Operation Home Improvement that tells lumber dealers and builders how to develop more modernization-business. You can get a free copy by writing NRLDA, Washington, D. C.

Knock on wood

Lumber dealers *should* be happy: lumber is one of the few major building materials in plentiful supply. Also, it's the country's only renewable natural resource: today's current supply is amply backed up by an increasing

surplus of forest growth over timber being cut. What's more, builders of today's best-selling "better" houses are using more wood than ever for "fine finish" effects inside and outside.

Don't be price-happy

An important new survey on "What People Want When They Buy a House," produced cooperatively by the Housing and Home Finance Agency, the University of Michigan and Better Homes and Gardens magazine, reveals that only 25% of prospective buyers list price as their prime consideration. A 75% majority are willing to spend more if a house gives them what they want: nearly 70% wanted basements; 75% wanted one-story houses; 33% wanted brick. You can get the survey from the U. S. Department of Commerce, Washington 25, for \$3.

Something extra

Take a tip from a few alert builders who know that many a 1956 customer wants a decidedly better-built house: try using termite-proof lumber and sell it as an extra. The material will raise the cost of an average house no more than 2 or 3%, but an average home-owner will know that's a bargain he can't afford to pass up.

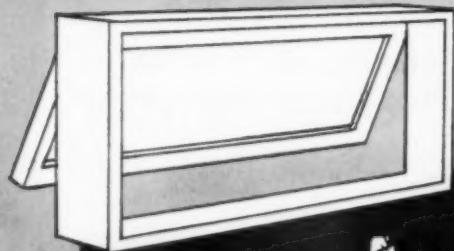
Opportunity on time

Cleveland builder Alex Bruscino's way of hurdling the problem of a would-be buyer with not enough money for a down payment: a savings account is opened for him; the buyer can add to the account for about a year; once the account reaches the necessary minimum, Bruscino starts construction on the pre-selected home. Meanwhile, the bank and builder take care of the title and preliminary paper work.

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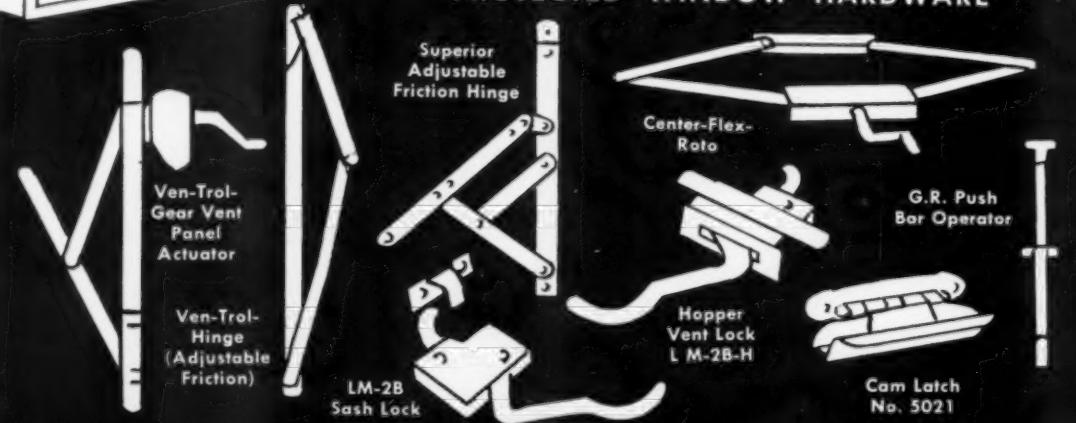
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HERE'S WHAT PROGRESSIVE RESEARCH HAS
DONE TO PROVIDE COMPLETE VERSATILITY IN
THE WINDOW OPERATIVE HARDWARE FIELD

PROJECTED WINDOW HARDWARE



ALL APPLICABLE TO BOTH WOOD AND METAL WINDOWS

GRAND RAPIDS HARDWARE COMPANY

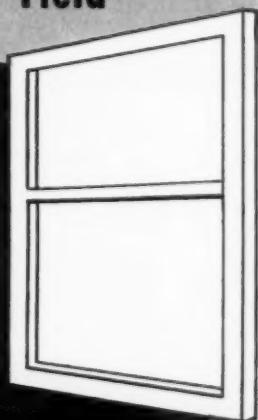
The Only Manufacturer of a Complete Line of Operative
Window Hardware for the Residential Field

DOUBLE HUNG WINDOW HARDWARE



plus

RECENT PROGRESSIVE DEVELOPMENTS WHICH PROVIDE THE ONLY KNOWN
LINE OF DOUBLE-HUNG WINDOW OPERATIVE HARDWARE WITH WEATHER-
STRIPPING WHICH PERMITS EASY SASH REMOVABILITY USING A STANDARD
WINDOW FRAME. (WRITE FOR DETAILS)



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'QUALITY LEADERS IN SASH HARDWARE FOR OVER 50 YEARS'

THE EXPERTS AGREE WITH THE BUILDERS...

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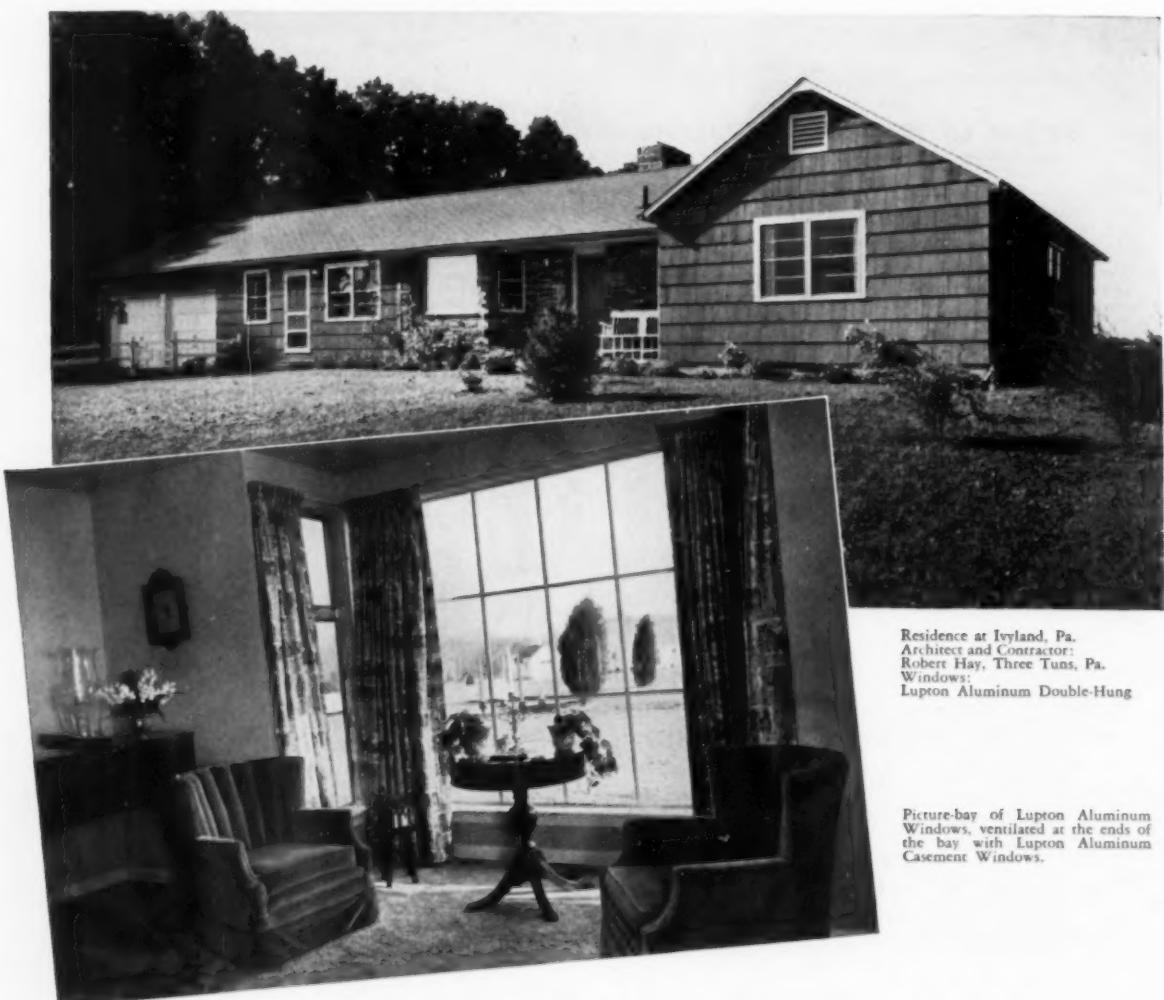
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Residence at Ivyland, Pa.
Architect and Contractor:
Robert Hay, Three Tuns, Pa.
Windows:
Lupton Aluminum Double-Hung

Picture-bay of Lupton Aluminum Windows, ventilated at the ends of the bay with Lupton Aluminum Casement Windows.

On one side there's beauty through trim lines and good design. On the other, there's "construction beauty" that means satisfied customers through long, trouble-free life.

A
Lupton Window
is a
two-sided
beauty

Ruggedly built of sturdy metal, Lupton Windows are designed for quick, easy installation. Quality windows in every respect — mass production keeps prices low.

A complete range of sizes and types, in steel and paint-less aluminum, gives you wide variety for any need. Well stocked East and West coast warehouses help speed delivery. When you use Lupton Windows, you add the distinction of a quality product respected for fifty years. Contact your nearest dealer for more details on profitable-to-use Lupton Metal Windows.

MICHAEL FLYNN MANUFACTURING COMPANY

Main Office and Plant: 700 East Godfrey Avenue, Philadelphia 24, Pa.

New York Office: 51 East 42nd Street, New York 17, N. Y.

Warehouse and Sales: 1441 Fremont Street, Stockton, Calif.

Warehouse and Sales: 2009 East 25th Street, Los Angeles, Calif.

LUPTON
REG. U. S. PAT. OFF.
METAL WINDOWS

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"The better you buy—the better you plan—the better you build—the better you sell" ©

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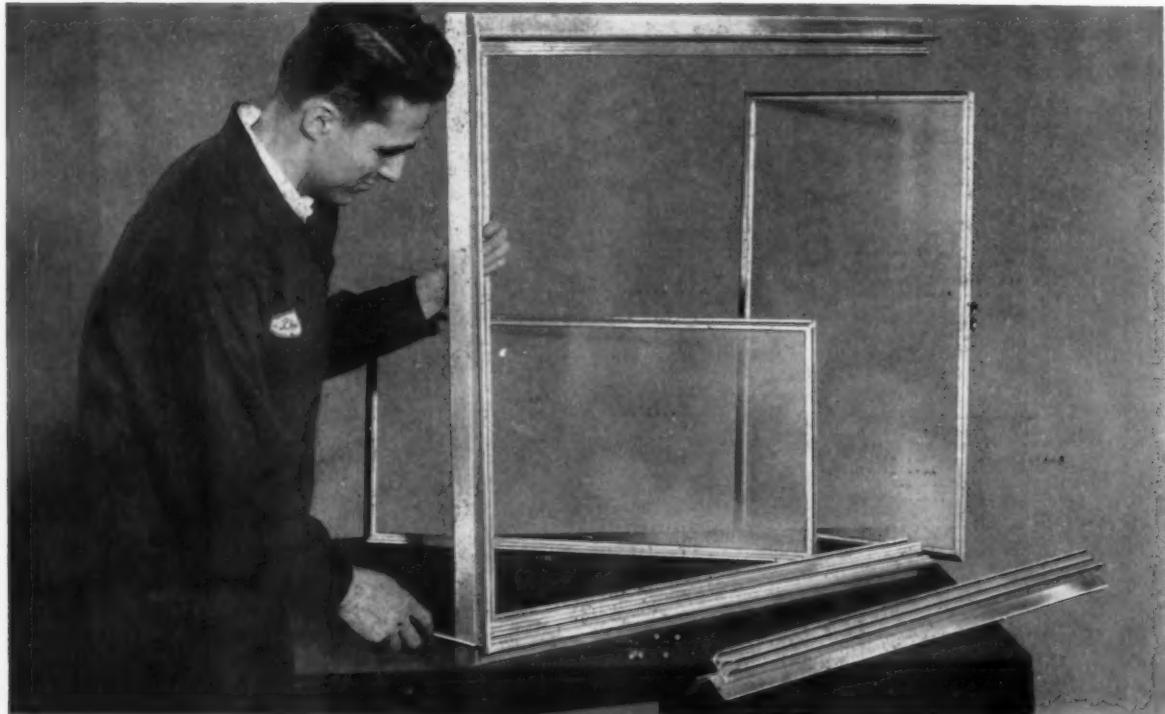
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THE PROFIT PACKAGE FOR '56 "SLIDE-TITE" KD'S



SLIDE-TITE
Aluminum Horizontal PRIME WINDOWS
BY WINTER SEAL

Winter Seal's "Slide-Tite" horizontal aluminum prime windows in *KD* form are profitable for everybody. These easy to handle, easy to warehouse, easy to install windows are available in a full range of sizes and can be assembled in just a few minutes with a screw driver.

For the modern home it's horizontal gliding windows—and for horizontal windows you can't beat "Slide-Tite." Built of heavy-duty

S
W **I** **N** **T** **E** **R**
A
L

EXTRUDERS—MANUFACTURERS—
Aluminum combination storms and screens for all window types—Conventional and Round Top Combination Doors—Separate Screen and Storm Panels—Prime Slide-Tite Gliding Windows, Jalousies—Windows and Doors.



extruded aluminum—lacquer coated for long life, these high quality, low cost units are all the name implies—easy sliding—tight fitting and weatherproof. Winter Seal Screens and ventilating storms are available for all "Slide-Tite" windows.

All holes in the integral nailing fin are properly punched and positioned for easy installation. For the *profit package* in horizontal aluminum windows write Winter Seal.

WINTER SEAL CORPORATION • 14575 Meyers Road • Detroit 27, Michigan

Impact

To The Editors:

American Builder
30 Church Street
New York 7, N. Y.

For Forward Thinker

In this modern day of mass production, extended finance and mobility of populace, I think the American home as built in the past . . . should be relegated to the past!

Why don't we adopt a totally new concept . . . modern today, usable for a time, depreciated, dismantled, then replaced?

. . . If the construction industry, together with code authorities, would "modernize," we could have . . . totally "engineered" homes for "today" at a cost which would permit amortization and replacement . . . say every twenty-five years!

. . . We don't keep our clothes or our cars down to the last stitch or bolt. Why should we be less practical with the center of the family—our homes? . . .

—H. S. Bowser
Santa Barbara, Calif.

Many prefabbrs use the same word to describe their products as reader Bowser does to describe his ideal: "engineered" homes. Perhaps, then, he will feel that the articles on pages 69-88 reveal a movement in the direction he describes.

Builder's Wife Crusades

. . . the money which we put into improving our own home where we live did not have (the same tax) write-off as if we were improving rental property for someone else . . . maybe people would do more home remodeling if it were set up like property expense in taxes . . . Mr. Ravekes

specializes in home remodeling, so we are interested.

—Mrs. John Ravekes
Durham, Calif.

It seems to us that Mrs. Ravekes' idea would make a wonderful gift for **Operation Home Improvement** to bestow on the millions of Americans who will be urged to modernize their homes in 1956.

Our Debt

. . . One point I feel is most important about prefabrication is that we can have mass produced housing without the development "cookie cutter" look. I think this is best described in one very active Real Estate advertisement which states: "Why live in a development?"

There certainly appears to be a trend toward this type of thinking. People who have live in developments have a fantastic desire to be disassociated from development living and I feel that prefabrication, with its economies, can give these people the opportunity to live in the type of area they would prefer . . .

—Clinton G. Bush, Jr., Bush Prefabricated Structures, Inc.

Huntington Station, L. I., N. Y.

American Builder has a full-page article on reader Bush's theory on page 81 of this issue. We must admit that we killed our own headline, after receiving this letter, and substituted one that made the most of the catch-phrase that reader Bush so kindly supplied: "cookie-cutter."

Amplification

We would very definitely like to compliment you upon having prepared a very fine article on electric heating ("Why Builders Are Warming Up To Electric Heat") and its advantages . . .

. . . the article mentions that

electricity at 1.5¢ per kilowatt-hour is approximately three times as expensive as . . . producing the same number of BTU's with oil, coal or gas.

. . . this statement might be nearly true if it were necessary to produce as many BTU's as (is) necessary with the other types of fuel. In the case of electricity, the (same) number of BTU's is not required due to the fact that certain heat losses do not exist. . . .
Don D. Peterson, Manager-Sales Promotion, Electrend Products Corp.

St. Joseph, Mich.

Yours For The Asking

. . . I believe the American Builder's usefulness could be doubled if periodically an index was published that listed beside each subject all of the issues and page numbers in which information about the subject may be found . . .

—Henry C. Player, Jr.
Raleigh, N. C.

We're happy to say that our new index for July through December, 1955, is now at the printer. You can have a free copy by writing: Research Department, American Builder, 30 Church Street, New York City. Because of space limitations, we do not plan to publish the index in our regular issues.

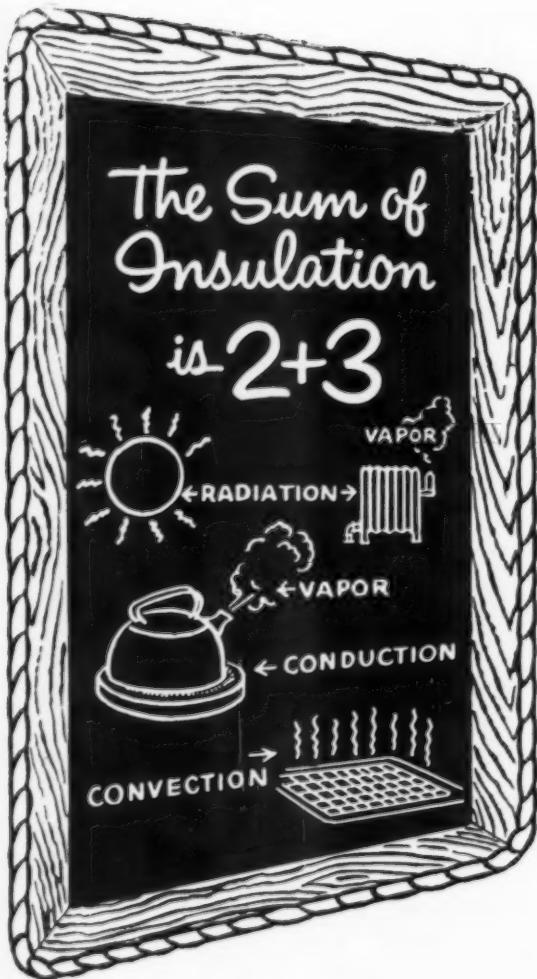
Something of a Record

I have read American Builder for forty-nine years: the world's greatest building paper.

I am now fully retired and am therefore trying to get a much younger reader started.

Please find card and check enclosed. Thank you for 49 years of interesting reading.

—John L. Janotta
Norwalk, Ohio



COST OF EDGE-TO-EDGE INFRA
Multiple Aluminum Insulation
installed in new construction between
wood joists, material and labor

Type 6-PS about 10¢ sq. ft.

Type 4-PS about 8¢ sq. ft.

Infra Insulation, Inc., 525 B'way., N. Y. C. Dept. B-2
 Please send sample of new insulation Bureau of
 Standards Report "Moisture Condensation in Building
 Walls" - BMS63

Name _____

Firm _____

Address _____

5 IVE-WAY protection is required of an insulation against (1) CONDENSATION, (2) VAPOR FLOW, as well as against Heat Flow by (3) RADIATION, (4) CONDUCTION, (5) CONVECTION.

Scientific multiple aluminum provides this 5-fold protection. It is pre-fabricated to automatically create multiple alternating layers of air, aluminum and fiber as it is installed.

Against RADIATION there is high (97%) reflectivity, low (3%) absorptivity and low (3%) emissivity for heat rays. CONDUCTION is low because of preponderant compartmented air spaces of low density. CONVECTION, outer and inner, is retarded by multiple layers of aluminum and fiber.

CONDENSATION MINIMIZED

There is now a new*, multiple aluminum, which forms a *continuous*, edge-to-edge insulation of uniform depth between studs or joists, giving the entire area maximum protection against vapor-flow and condensation formation as well as against heat loss or intrusion.

The aluminum sheets, 375 ft. to 750 ft. long are almost impervious to water vapor. Infiltration under the flat stapled flanges is slight. Condensation formation, on or within this type of insulation is minimized because of the scientific construction of multiple layers of aluminum, fiber, and air spaces.

The U. S. NATIONAL BUREAU OF STANDARDS has published an informative and authoritative report on "Moisture Condensation in Building Walls." This booklet explains the conditions under which condensation will take place in insulated as well as un-insulated walls; what part is played by effective vapor barriers such as metal foils; how to use and interpret thermal-resistance and vapor-resistance fractions. You can obtain it at our expense by sending us the coupon.

*Patent applied for.

The Building Outlook

NORTHERN EDITION

SMALL TALK

DON'T GET GLOOMY

Between now and early summer, month-by-month comparisons of housing starts will make 1956 look awful. But summer-fall-and-winter starts will make up for it. The year will wind up with 1.25 starts.

"BOATEL" BUSINESS

The motor boat people, pointing to rapid rises in boat ownership, crowded highways, more leisure time and more disposable income, suggest that "boatels" may soon be as good a bet for builders as motels are today.

THINGS TO COME

Bakelite is pointing to a greenhouse on Long Island, N.Y., that uses two layers of plastic film in place of glass. It cost \$500 to build; a conventional greenhouse the same size would have cost \$3000. There's one hitch: the plastic must be replaced each year for \$100-\$150.

HERE'S A GOAL

A recent issue of Sales Management describes today's "new builder" as an "entrepreneur, rather than a tradesman. He wears a Gray Flannel Suit, reads The Wall Street Journal, and drives a Cadillac. He hires architects, instead of being hired by them . . . and lunches with the president of the bank (who may be *one* of his partners, on *one* of his projects)." American Builder thinks this is a fine thing to contemplate as you make your way through 1956.

WHAT TO BUILD AND HOW TO BUILD IT?

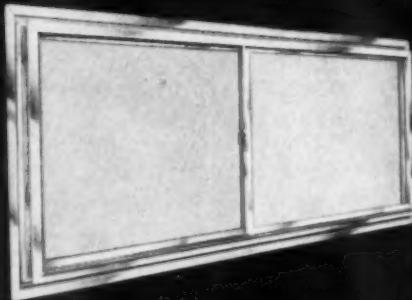
The answer may very well be: build ranch or split level houses; build them larger; build them better. Many northern builders say that banks are more generous with mortgage money on ranches and splits because of their popularity today and high resale value tomorrow. Many builders also say that "better" homes—those with "extras" in equipment, built-ins and space—are moving faster today than they have in a decade.

DON'T EXPECT MIRACLES THIS YEAR on materials in short supply, notably steel, cement, gypsum and glass. An increase in construction in '56 could quickly eat up increases in production of scarce materials.

NATIONAL HOMES' JIM PRICE has a point: he says that tight mortgage money may actually benefit the prefabbr. His reasoning: if "conventional" builders can't get financing, they may turn to those prefabbrs who have their own acceptance corporations.

STATE OF THE UNION ON HOUSING: We think you should be reminded that the Administration wants a "firm program of public housing" (35,000 additional units in each of the next two fiscal years) "until the private building industry has found ways to provide more adequate housing for low-income families." Eisenhower also wants: amendments to the National Housing Act "to meet the needs of the growing number of older people"; a more liberal Title I program; increases in the general FHA mortgage insurance authority; extension of FHA's military housing program (prefabbrs: take note!). These are the most important aspects, for builders, of Eisenhower's State of the Union message. You should be thinking about sending your opinions to your Congressman.

The Window with the **WIDE** Look
Gains **WIDE** Acceptance



The new Ceco-Sterling Aluminum Sliding Window

**CECO
STEEL**

It had to happen—the Ceco-Sterling Aluminum Sliding Window with the Wide Look gets wide acceptance. That's because Ceco Wide Look design and the long, low, sprawling concept of today's contemporary homes go well together. Builders across the nation now are putting this newest Ceco window creation in the homes they build. They know features sell homes, and they realize customer benefits like these make the Ceco-Sterling Aluminum Sliding Window a wanted feature: Easy operation—sash slides in anti-friction sill track; easy to clean—sill track is removable—an exclusive feature; high window placement affords privacy. Here's a window that's easy to install—just set it in the rough opening, square it, and nail through the integral fin-trim, bring siding to trim stop and caulk. Glass dimensions are in even inches, thus reducing glass costs up to 30%. The sash can be bench glazed without mastic and easily inserted in window frame after installation. On your next building project consult Ceco, makers of the widest line of windows in the market. You'll find what you need—better engineering, too, for better performance. Send for free brochure, fully detailing all information on the new Ceco-Sterling Aluminum Sliding Window.

Other Ceco Windows include: Steel and Aluminum Casements; Aluminum Double-hung Windows; Ceco Economy Basement Windows; Aluminum Awning Windows; Steel and Aluminum Projected Windows.

CECO STEEL PRODUCTS CORPORATION

Offices, warehouses and fabricating plants in principal cities
General Offices: 5601 West 26th Street, Chicago 50, Illinois

IN CONSTRUCTION PRODUCTS CECO ENGINEERING
MAKES THE BIG DIFFERENCE

THE CECO-STERLING ALUMINUM SLIDING WINDOW



Ceco-Sterling Aluminum Double-Hung Window—built-in invisible balances insure smooth operation. Jams slide together in multiple openings, eliminating mullions. All accessories for complete installation provided.



The Ceco Residential Casement, available in both steel and aluminum. Slender frames provide up to 30% more light. Easy to install—no fitting necessary—all hardware included—controlled ventilation.

Two other popular Ceco Windows

Here are
19 REASONS
 why these new 1956
AMF De Walt Power Saws
 speed your cutting...
 lower your costs



MODEL GW-I WITH 10" SAW. With 1 1/2 hp direct-drive motor, 120/240 voltage change switch. 10" saw blade cuts 3" deep, rips 26" wide, cross-cuts 16" wide on 1" stock. Steel base with welded carrying handles, carries through 30" door. Safety key switch, guard, anti-kickback device. Weighs only 183 lbs. \$382.50 complete delivered.

Larger sizes available

Use your DeWalt for framing,
 concrete forms, interior

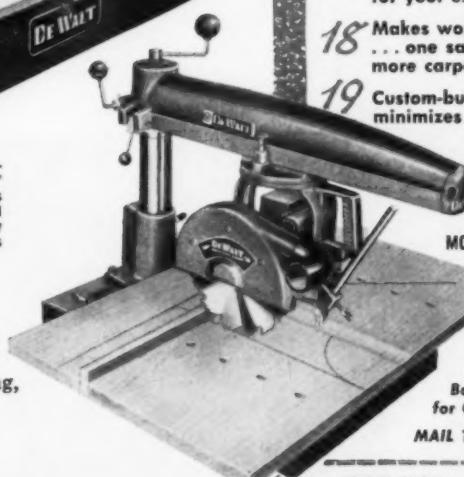
trim work, special built-ins
 ... for every cutting need.

Join the thousands of builders who
 have found an AMF DeWalt the *one modern,*
cost-saving way to cut and
finish lumber, in the
shop or on the job.



**The modern, versatile, job-proved
 De Walt Power Saw...**

- 1 Does everything on the job, from framing to finishing.
- 2 Saves as much as 60% in power tool costs.
- 3 Instantly adjusts for any cut you want.
- 4 Gives machine-tool accuracy on all cuts—makes fitting easier, faster, finer.
- 5 Cuts lumber waste... salvages odd sizes.
- 6 Gives far safer, easier top-side cutting.
- 7 Saves as much as 90% in layout and marking time.
- 8 Reduces worker fatigue—operators like De Walt's easy handling.
- 9 Has big capacity in either size... with powerful, compact, direct-drive motor.
- 10 Complete in every way... sets up instantly on the job.
- 11 Conveniently lightweight... easily carries to any spot on the job site.
- 12 Gives modern, straight-line materials handling.
- 13 Has quick-set stops for all popular angle cuts.
- 14 Makes possible production-line cutting on the job.
- 15 Does special millwork... without mill costs.
- 16 Cuts all popular building materials including aluminum.
- 17 Has Underwriters' Laboratories, Inc. and Canadian Standards Association Approval for your extra protection.
- 18 Makes work go faster, more efficiently... one saw operator keeps a dozen or more carpenters busy nailing.
- 19 Custom-built, direct-drive motor minimizes maintenance.



MODEL MB-F WITH 9" SAW. Portable, with new 3/4 hp direct-drive motor, 120 V. 9" all-purpose saw blade cuts 24" deep, rips 24" wide, cross-cuts 15" wide on 1" stock. Safety key switch, safety guard, and anti-kickback device. Weighs only 140 lbs. \$239 complete delivered.

Send for valuable Free
 Booklet on Job-Tested Methods
 for Cutting Building Costs.

MAIL THE COUPON TODAY.

AMF DeWalt Inc., Dept. AB-56-2, Lancaster, Pa.
 In Canada: DeWalt Canada Ltd., Guelph, Ontario

Please send me valuable Free 16-page Booklet on Job-Tested
 Methods for Cutting Building Costs.

Please send handy Common Rafter Meter. I enclose 25c in coin.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____





SUPERIMPOSED on the photograph of the living room, in one of the homes of the Crabapple Court tract, is a section of the radiant panel heating system. With radiant panel heating picture windows can be brought right to the floor line, allowing a free reign in interior decor and furniture arrangement. And with radiant heat there are no drafts, no hot and cold zones.



CONTRACTOR FOR THE CRABAPPLE COURT tract is the THERMAL ENGINEERING COMPANY of St. Louis. Here you see MR. L. L. VOLLMAN, Vice President of THERMAL, checking the bending of Revere Copper Water Tube in the shop. Tube was procured through the GRINNELL COMPANY of St. Louis.



BY BRINGING EACH HEATING PANEL individually to a common header, as shown in the boiler hook-up, and equipping each with its own valve, heat is easily and accurately regulated to suit individual room requirements.

ONE OF THE MANY DESIRABLE FEATURES of enduring Revere Copper Water Tube is that it can be pre-fabricated in the shop, requires fewer fittings, which when properly brazed or soldered assure tight, non-leaking joints. Completed, prefabricated panels are then shipped to the job and installed, using separate circuits for each room.



“

Radiant heating with copper
tube is the best way to heat the
modern home, and is the only
heating system we use—

”

Says CHARLES H. ELLABY
F.R.S.A.—A.S.C.E.

Builder of 152 homes in the St. Louis area
during the past 6 years, ranging from
\$9,500 to \$30,000.



“There are five main reasons why we use copper tube in our radiant heating systems,” continued Mr. Ellaby. “First—copper tube doesn’t rust, rot or deteriorate, so we have no worry on that score. Second—a radiant system with copper tube is competitive in cost with other top quality heating systems for multiple home building. Third—copper tube is easier to work with . . . requires fewer fittings . . . can be prefabricated in the shop. Fourth—copper tube enables us to guarantee the home owner a trouble-free job. Fifth—copper tube, because of its proved, superb performance in radiant heating and hot and cold water lines, has unquestionable acceptance among prospective home owners . . . in many cases helps sell our homes.”

Take a tip from this successful builder of quality homes; don’t take chances, use Revere Copper Water Tube not only for radiant panel heating, but for hot and cold water lines, air conditioning lines, waste lines, vent stacks, and underground service lines.

So, when you write your next set of “specs” remember: there is no “or equal” for copper water tube. Keep out of trouble by using Revere Copper Water Tube.

And if you would like aid in the various methods of installing Revere Copper Water Tube, our Technical Advisory Service will be glad to help.

FREE!—For group showing—informative 16 mm motion pictures in sound and full color. “THE ABC OF RADIANT PANEL HEATING” and “THE RURAL WATER SYSTEM.” Write Advertising Dept., for details.

A FEW OF THE 37 HOMES on the Bon-Price tract built by CHARLES H. ELLABY. Prices range from \$20,000 to \$30,000. Homes are air conditioned with a central system, using ducts in the ceiling.

REVERE

COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801
230 Park Avenue, New York 17, N. Y.

Mills: Baltimore, Md.; Brooklyn, N.Y.; Chicago, Clinton and
Joliet, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.;
New Bedford, Mass.; Newport, Ark.; Rome, N. Y.
Sales Offices in Principal Cities, Distributors Everywhere.

NOW! The Great New

You'll say "Marvelous!" Masterpiece Double Oven proves Thermador again *first* with the *finest*. Wins enthusiastic customer-acceptance. Builds your profit and prestige!



The greatest advance that's happened since Thermador *originated* the Bilt-in idea! *Two* mammoth, fully-automatic ovens are combined into a single unit to take care of *all* oven requirements *simultaneously*. While one oven broils, roasts, or barbecues meat or a 40-pound turkey for an entire "banquet" setting; at the same time, the other oven bakes cakes, pies, or breads to perfection. Each fully-automatic oven has more usable space than any other oven made—yet, together they require less than 45" of wall width and only one electrical circuit. **Overall dimensions: 44 $\frac{1}{4}$ " wide, 28 $\frac{1}{16}$ " high, 23 $\frac{1}{2}$ " deep.**

The removable, 3-spit rotisserie rack will broil up to 9 chickens at a time and barbecue many other foods. Use one, two, or three spits as desired. Fabulous Vari-Speed switch gives thousands of instant heat selections. Other Thermador features include air-cooled oven doors... easy-to-grip plastic handles... twin electric clocks and automatic timers... dual-range electric Teleminute Timer... full-length protective hood... in gleaming lifetime Stainless Steel.

With Thermador Cooking Tops, Top-of-the-Range Cooking is Fast and Perfect

Companions of the great new Double Oven are twelve Bilt-in Electric Cooking Tops... the widest selection available. Any combination available—two to six fast heating elements. Models with giant middle griddle with Vari-Speed switch that provides a "thousand and one" heat selections, Duo-Cook deep well cooker that converts into an extra heating element. All cooking units tilt up for easy cleaning; drip pans are removable.

The Thermador Double Oven and Cooking Tops will be featured in full-page, full-color magazine advertisements: Saturday Evening Post, McCall's, House Beautiful, and Living for Young Homemakers.

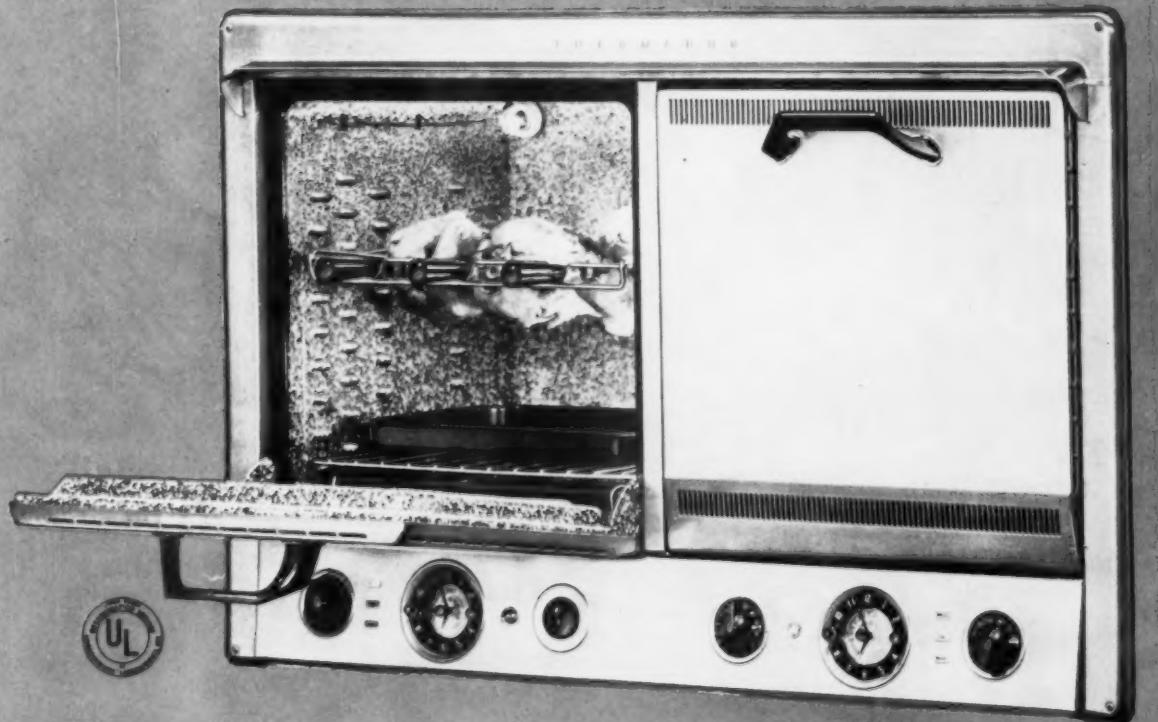


THERMADOR ELECTRICAL
THE ORIGINAL AND THE FINEST

MASTERPIECE

Bilt-in electric Double Oven by **THERMADOR**

Two huge ovens, one with three-spit rotisserie,
provide the ultimate in cooking convenience



In gleaming, lifetime stainless steel

MANUFACTURING COMPANY

A DIVISION OF NORRIS-THERMADOR CORPORATION
5119 DISTRICT BOULEVARD, LOS ANGELES 22, CALIF.

THERMADOR ELECTRICAL MANUFACTURING CO.

A Division of Norris-Thermador Corporation Dept. AB-256
5119 District Boulevard, Los Angeles 22, California

Please send me information on the New "Masterpiece" Double
Oven and Cooking Tops.

Name _____

Address _____

City _____ State _____

Talk window beauty...
and close the sale with



Andersen Windowwalls

TRADEMARK OF ANDERSEN CORPORATION



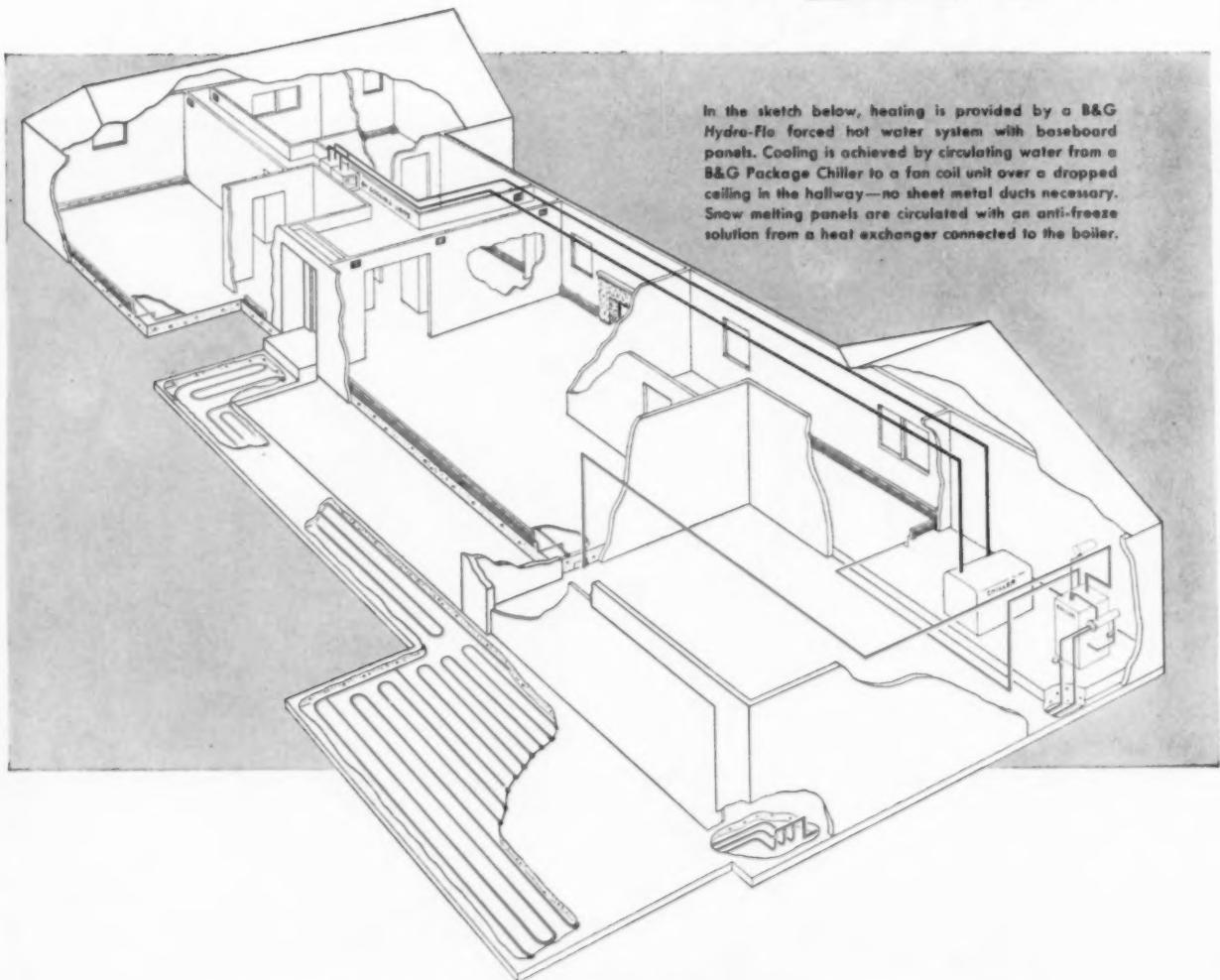
Residence in Barrington, Ill., Ralph Stoetzel, architect

Who wouldn't pause in such a room as this to hear you tell how you build finer homes with Andersen WINDOWWALLS! The breathtaking view needs no selling, of course. But mention the beauty of the window trim, the easy-opening Flexivents, the snug protection from drafts, dust and moisture. WINDOWWALLS do, indeed, close sales.

For information on Andersen's four basic types of complete wood window units, see your lumber and millwork dealer, Sweet's Light Construction File, or write us direct. There's a nearby stock of WINDOWWALLS everywhere, including all Pacific Coast states.

ANDERSEN CORPORATION • BAYPORT, MINNESOTA

Only Water gives



In the sketch below, heating is provided by a B&G Hydro-Flo forced hot water system with baseboard panels. Cooling is achieved by circulating water from a B&G Package Chiller to a fan coil unit over a dropped ceiling in the hallway—no sheet metal ducts necessary. Snow melting panels are circulated with an anti-freeze solution from a heat exchanger connected to the boiler.

When you install a B&G *Hydro-Flo* System in a home, you have added not one, but *five* reasons why it is a better buy! This is the *flexible* system...the owner can start with the superior heating of forced hot water and add other *Hydro-Flo* features as his pocketbook permits. It's virtually a lifetime system—no frequent repairs and replacements. That's why *Hydro-Flo* equipped homes command more liberal mortgage terms—have greater resale value.

Only a water system can give a home all these comfort, economy and convenience features...

Heating—Radiant, draftless warmth, controlled to match the weather, produced at low cost.

Cooling—Separately engineered to more accurately answer the differing problems of heating and cooling.

Year 'round hot water—No separately fired heater needed—the same boiler that heats the house heats an ample supply of summer-winter domestic

hot water for kitchen, laundry and bath.

Snow melting—Water in pipes is the only practical method to convey the heat needed to keep sidewalks and drives clear of snow and ice.

Zoning—Easy to divide the piping system into zones for better temperature control and fuel economy.

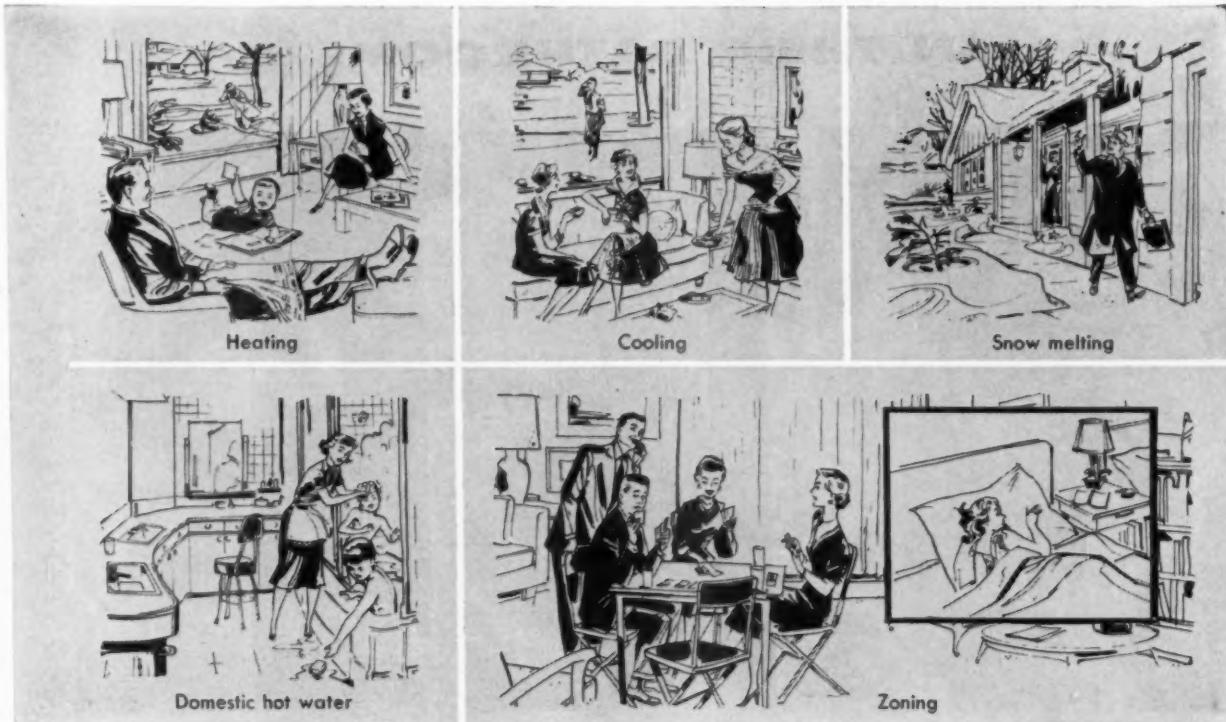


BELL & GOSSETT COMPANY

Dept. EF-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, W. Toronto, Canada

you ALL FIVE



The B&G Booster

Famed for quietness—for efficiency—for long, dependable service! This is the preferred circulator for residential forced hot water heating systems, circulating service water, snow melting systems and as secondary pumping units in larger installations. Over 2,000,000 B&G Boosters have been sold to date!

B&G *Hydro-Flo* PRODUCTS

for heating and cooling with water

The label "B&G" is your assurance of the finest in water system equipment. Over a quarter century of continuous growth is sound evidence that Bell & Gossett products have won the approval and confidence of the building industry.

A complete line of water heating, circulating and auxiliary equipment enables you to specify B&G throughout ... for an integrated installation carrying one manufacturer's guarantee. B&G *Hydro-Flo* Products include—

Booster and Universal Pumps for heating and cooling systems • Industrial Centrifugal Pumps • Package Liquid Coolers • Refrigeration Components • Flow-Control Valves • Monoflo Fittings • Relief Valves • Reducing Valves • Self-filling Valves • Compression Tanks • Airtrol Systems • Air Vents • Comfort Control Systems • Motorized Valves • Indirect Water Heaters • Heat Exchangers

BELL & GOSSETT COMPANY

*Reg. U. S. Pat. Off.

WOMEN WANT COLOR IN THEIR BATHROOMS



**And women everywhere respond
to the distinctive colors of
Briggs Beautyware...the many
delightful decorative designs
which they make possible**



BRIGGS BEAUTYWARE

BRIGGS MANUFACTURING CO., 300 Buhl Building, Detroit 26, Michigan

PRESSTIME ROUNDUP

Prefabrication is on the go . . .

Within five years, prefabrication will be playing a major role in home building in many high-cost areas around the country, according to the latest American Builder cross-country survey.

Builders questioned by this magazine felt that regions where full prefabrication has already gained a foothold will depend more and more on it in time to come.

"We believe that prefabrication will significantly gain in both public acceptance and builder use in Chicago suburban area this year and be used for 75 per cent of residential

units by 1960," declares Ralph Smykal, vice president of Richard Smykal, Inc., Wheaton, Ill., builders and developers.

Pointing out that his firm used prefabrication, both wholly and in part, to build its latest 200 homes, he said: "Our continued use of prefabrication in current project in \$25,000 and up bracket is entirely contingent upon suppliers' ability and willingness to make required changes in standard package to meet local preferences in design, which experience points up demand for."

Custom builder Chester Hertz in

Kankakee, Ill., predicts prefabrication will increase 10 per cent in his city this year, 20 per cent by 1960.

Ralph H. Shirmeyer, president of the Home Builders Assn. of Indiana, and builder of over 2,000 prefabricated homes in and around Fort Wayne, indicates that since about 80 per cent of all new homes there are prefabricated, this area has probably already reached a saturation point. With Indiana being a big producer of manufactured homes, similar conditions exist in several other heavily populated sections of the state.

There's another side to the story:

. . . but many builders are not yet convinced

There are many builders who see prefab making little, if any, headway; they predict no bright future for off-site-built homes in their areas until the prefabbrs can outdesign "conventional" competition; however, some are using prefab components.

Florida reports most deliveries by home manufacturers will be limited to northern counties. Says Vincent J. DeMeo of DeMeo Construction Co., Miami Shores: "Role this year in South Florida will be insignificant. Prefabrication has been tried here with indifferent success in the past and there does not seem to be any immediate or future threat to the overwhelming acceptance of con-

crete block and stucco (CBS) construction."

On the Gulf coast, Edward Riccio, president of the Edward Building Co. of Florida, replies from St. Petersburg: "Prefabrication in this area is about 2 per cent of all building. We use no prefabrication at all; don't anticipate any in the near future. Ninety per cent of all homes here are CBS. We expect a big year in CBS homes for '56."

From Houston, Texas, Raleigh Smith & Son, Inc., report that they use partial prefabrication methods, but Raleigh A. Smith, Jr. adds: "Prefabs cannot compete in design or in price with volume builders

using this system (partial prefabrication)."

Canton, Ohio, builder E. J. Plott predicts the prefab will have an "up-hill pull" in his area because "it must live down some earlier blunders of poor planning of site and plans, and shoddy construction. Our easy money market and conventional builders building in the same price class as most prefabricators make it appear unlikely we will have any great influx of prefabs before at least 1960. Improved design over some conventional will be major factor when it does arrive."

Still other builders were being admittedly cautious:

. . . others will watch and wait

Albuquerque, N. M., area expects no prefabs this year, but they may arrive by 1960, according to Fred C. Sproul, Jr. of American Builders, Inc., a firm which, however, does make much of its own component parts. But near Colorado Springs, Colo., where the company began the area's largest subdivision a year ago, Sproul said: "We are negotiating

with prefab manufacturers with the idea that one-third of our production there may become prefab in 1956."

Baltimore's Robert A. Bready does not feel that complete prefabrication will increase materially around the Maryland metropolis, but says: "We use site prefabrication of sub-assemblies and pre-cutting of all materials on the job. We purchase mill

prefabricated stairways . . . complete window assemblies and . . . all metal interior steel bucks and doors."

Although he does not use it or expect to use it, Floyd M. Martin reports that prefabrication will probably "hold its own at about 15 per cent of total construction" in the Portsmouth, Va., area that is the base of his operations.

'56 prefab shipments to rise 25%

The Prefabricated Home Manufacturers' Institute predicts a record production in 1956 of 120,000 factory made homes. That would compare with the "nearly 100,000" homes shipped by the industry last year.

The prediction is based on many favorable factors, including expanding operations of leading manufacturers and new production facilities brought into the industry by both the established firms and newcomers.

An expansion of its industry's 1956 share of the housing market to approximately 12 per cent of the single-family, non-farm housing starts, is expected by the Institute. "A survey of plans and prefabricators," its statement said, "discloses that the typical producer expects to increase his 1956 shipments over last year's by 25 per cent. Some of the companies reported their target for 1956 as doubled sales."

(For more on prefab, see pp. 69-88.)



PREFAB LEADERS P. S. Knox, Jr., right, of Knox Corp., and George E. Price of National Homes Corp., president and vice-president of PHMI.

DICKERMAN'S COLUMN

By John M. Dickerman, Executive Director, National Assn. of Home Builders

Merchandising school planned at Housing Center



Dickerman

Now embarked on its first full year of service for all segments of the home building industry and the general public, the National Housing Center has left well behind the "shakedown" period that followed the formal opening last October and has proceeded to program a full schedule of interesting events for 1956.

The first of these, a highly successful meeting of 50 builders, government and monetary officials to discuss the 1956 housing outlook was held in January. It touched off the series of seminars and round-table discussions to be held at varying intervals throughout the year.

Arrangements now are in the process of being completed for a merchandising school, which will attract home builders from throughout the

country; a round-table discussion on the underwriting of residential properties, including a long look at the current appraisal practices of the FHA and VA, and seminars on design in small home construction and rental housing.

Plastics talks listed

Attention also is being given to the importance of new products in the home building field, aside from the popular displays in the special "new products" section on the sixth floor of the Center. A round-table discussion on the use of plastics in residential construction is on the year's agenda, together with an examination of new wood products in cooperation with officials of the Forest Products Laboratory. Other new products activities are still in the planning stage.

Augmenting these special programs will be the continuing series of monthly feature exhibits of the

National Housing Center library which attracted considerable attention with its displays of books and pictures on "How-To-Do-It" techniques last December and on the split-level house in January.

The library, which now has amassed close to 3,000 volumes and over 15,000 periodicals and catalogues, is receiving an ever-increasing number of personal and mail inquiries.

Exhibits are popular

The pulling power of the well-designed, well-executed manufacturers' exhibits and the attractive display of products for the home builder, home owner and home buyer has been reflected in the healthy volume of traffic throughout the Center. As good building weather approaches for many regions of the country, this volume will increase materially.

I have been pleasantly surprised at the number of compliments which the visitors to date have volunteered about the exhibits and the arrangements and decor of the entire building. "One of the most attractive buildings in Washington," is a comment frequently heard, together with numerous expressions that the "National Housing Center is fulfilling a longfelt need of the home building industry for centralized service and display facilities."

Needless to say, we of the National Association of Home Builders are proud of the stature the National Housing Center already has assumed. And we are confident that it will in the future surpass the fondest expectations of those responsible for its inception.



LOWER FLOORS of National Housing Center make attractive night scene

National news

WCLA woods get new grading rules

New grading rules for West Coast lumber, intended to help the purchaser better understand what he is buying, will be made effective March 15.

Under the new rule 15 of the West Coast Lumbermen's Assn., the grade name for what is now known as No. 1 common will be "construction"; No. 2 will be changed to "standard"; No. 3 to "utility" and No. 4 to "economy."

Reason for the change, explains H. V. Simpson, WCLA executive vice president, is "because we believe we can no longer continue practices which make the merchandising of lumber less orderly and less responsible than the merchandising of other building products. Let me say quickly that the irresponsible merchandiser is only a fractional minority. Most lumbermen choose to, and do, sell the grades they buy. But even they are hampered by the reluctance of the consumer to purchase a "third grade" product for a home which he visualizes as "first grade" in every respect."

The new rules will cover Douglas fir, west coast hemlock, western red cedar and Sitka spruce. Select merchantable remains as the top grade in boards and select structural is the top dimension grade.

Fiber stress value of the present 1450f grade (No. 1) has been increased to 1500f and 1100f (No. 2) has been increased to 1200f. Thickness of boards and finish items has been reduced from $2\frac{1}{2}$ to $3\frac{1}{4}$ inch, "because half of these items sold today are in the $3\frac{1}{4}$ inch thickness." Six-inch material will become $5\frac{1}{2}$ inches instead of $5\frac{5}{8}$, a condition

which already applies to wider sizes: $7\frac{1}{2}$, $9\frac{1}{2}$ and $11\frac{1}{2}$ inches.

Copies of the rules, reports WCLA, will be forwarded to retailers and users well in advance of the effective date. At that time, its West Coast Bureau of Lumber Grades and Inspection will be known by a shorter title: "West Coast Lumber Inspection Bureau."

Survey buyers' costs

To find out what closing costs and prepayable expenses in addition to downpayment characteristically are paid by mortgagors buying homes in FHA-insured transactions, Federal Housing Administration is conducting a survey in each of its insuring office jurisdictions. Results will be furnished to the housing subcommittee of the Senate Banking and Currency Committee.

VHMCP successful

Success of the Voluntary Home Mortgage Credit Program provides a "convincing demonstration of the ability of private lending industry to reduce the need for government participation in the mortgage lending field," according to Administrator Albert M. Cole of the Housing and Home Finance Agency.

Cole declared that the program, in less than 10 months, had placed more than 9,000 FHA and VA loans with private lenders for a total of \$78 million.

Pointing out that about 16 per cent of the loans were for members of minority groups, he said it was "worth noting that every builder

who has applied for assistance in financing housing projects available for minority occupancy had obtained sufficient mortgage loan commitments to begin construction."

Three new members were recently added to the National VHMCP Committee: Walter C. Nelson, president, Eberhardt Company, Minneapolis, became representative of the Mortgage Bankers Assn., succeeding E. R. Haley, Des Moines; Reg Dupuy, Long Beach, Cal., became representative of National Assn. of Real Estate Boards, succeeding Frank L. Whitlock, San Bernardino, Calif.; and Eugene M. Mortlock, president, First Federal Savings & Loan Assn., New York, became representative of the United States Savings & Loan League, succeeding Thomas T. Taylor, Salt Lake City.

More public units

President Eisenhower, in his state-of-the-union message to Congress noted that his administration will propose authority for contract of 35,000 additional public housing units in each of the next two fiscal years. Also, he stated, several amendments to the National Housing Act will be recommended "to assist the private home building industry as well as charitable and non-profit organizations."

More specifically, the President recommended liberalization of the Title I program for improvements and modernization; increases in the general FHA mortgage insurance authority; extension of FHA military housing program; increase in the authorization for urban planning grants and in the special assistance authority of the Federal National Mortgage Assn.; and continued support of the college housing program "in a way that will not discourage private capital from helping to meet the needs of our colleges."

Lumber use at peak

Last year's consumption of lumber is expected to have exceeded 43 billion board feet—the highest annual figure registered since the data was first compiled in 1929. This total includes exports and imports and changes in distributor's stocks, according to the latest report of the Commerce Department's lumber survey committee.



POINTERS on new lumber grade names are given to Howard L. Brown, superintendent of West Coast Lumber Inspection Bureau, by four models.

Starts total 1,329,900 in 1955

... up 109,500 over '54 figure

Despite the tightening of mortgage money, shortages in building materials and higher costs during 1955, housing starts for the 12-month period totaled 1,329,900—109,500 units above the 1954 figures. Included were 1,310,800 new units by private builders, 19,100 for public housing. These figures compared to 1,220,400 units for 1954, of which 1,201,700 were private and 18,700 were public.

Figures released for December, '55 indicated a total of 75,000 starts, well below the 90,600 figure for December, 1954. Private units accounted for 72,000 starts in December, '55 compared to 89,900 in the same month of 1954. Public units started in December, 1955 totaled 2,800, as against 700 in 1954.

Seasonally adjusted annual rate

was given as 1,187,000 units.

Expenditures up 12%

Spending for new construction in 1955 totaled \$42,250,000,000, establishing an all time high for the ninth consecutive year. This was 12 per cent above the 1954 figure, according to preliminary reports prepared jointly by the U. S. Departments of Commerce and Labor.

Increased residential building was the largest single factor in achieving the record rate, accounting for two-thirds of the total dollar gain from 1954, the report stated.

Private residential building for 1955 reached a peak of \$16.6 billion, 17 per cent above 1954, topping the previous year's high by nearly one-fourth. Public outlays rose by two per cent.

Lumber dealers choose Chicago

Phil Creden of the Edward Hines Lumber Co. will again be exposition chairman for the 1956 Building Products Exposition of the NRLDA in Chicago, December 10-13. A committee of nine, appointed by president R. A. Schaub, will formulate plans for the exposition, which will be held at International Amphitheatre. They include: Robert L. Craft, secretary, Indiana Lumber & Builders Supply Assn.; Paul V. DeVille, Canton, Ohio; Paul R. Ely, NRLDA first vice president; Watson Malone III, past president of NRLDA, Philadelphia; J. D. McCarthy, secretary of the Illinois Lumber & Material Dealers Assn.

DEALER'S VIEWPOINT

By H. R. Northup, Executive Vice Pres., National Retail Lumber Dealers Assn.

OHI is potential gold mine for lumber dealers

Operation Home Improvement, the great year-long, industry-wide sales promotional program devised to stir up a huge wave of additional home repair and modernization work, is a gold mine of opportunity for the retail lumber dealer interested in developing this highly profitable phase of his business.

A brochure prepared by NRLDA to show dealers how to cash in on OHI recommends these five ways to make the most of this unprecedented promotion:

- Conduct a hard-hitting advertising and merchandising program featuring seasonal end-use home improvement packages.

- Use the OHI seal in advertising and in displays to identify your yard as the place to go in response to the great flood of publicity that will build up around OHI.

- Feature low monthly payments prominently in every advertisement



Northup

and display so that everyone will know that home improvements don't require a large cash outlay.

- Make it easy for home owners to modernize their homes by helping them work out all of the details—planning, financing and labor, as well as materials—with a minimum of inconvenience.

- Promote a local Operation Home Improvement in each community.

Inasmuch as OHI is a powerful device for bringing new business into the retail lumber yard, it is only natural that retail lumber dealers should take the initiative in organizing local programs designed to add local promotion and publicity to that which OHI will receive nationally.

How to plan program

Dealers who do take the lead are quite sure to receive generous publicity which will repay them for their efforts. Getting the community organized to carry on a continuing improvement promotion involves these steps:

- Call a meeting of all interested persons, including civic leaders as well as all individuals concerned with construction and housing.

- Form a committee to carry out the local program, with a retail lumber dealer as chairman, if possible.

- Appoint a publicity committee to prepare publicity and speeches.

- Appoint a speakers' committee which will arrange for speakers to appear before local groups.

- Arrange for the mayor or other city officials to proclaim a local Home Improvement Week.

- Arrange to remodel some local home of historic significance to glamorize the possibilities of home improvement.

- Plan a series of how-to-do-it demonstrations at a lumber yard or other place to create added interest.

Operation Home Improvement is a carefully planned, well-financed sales promotion program, and the retail lumber dealer will be the main beneficiary of the great wave of publicity that will be inspired. Every dealer can cash in with these ideas.

Cleveland's goal: repeat '55 peak

Last year's record 13,000 housing starts in metropolitan Cleveland will be repeated this year, predicts **Melvin F. Freeland**, new president of the HBA of Greater Cleveland. "We may have a lull early in the year, but an increase can be expected later on if credit restrictions are relaxed," he said at the annual installation dinner, after paying tribute to his predecessor, **Marvin Helf**, for leading the group through a year in which membership jumped from 452 to 720 builders and associates.

Major problems, he indicated, would be a lack of adequate utilities in outlying areas and lack of standardized building practices and methods "due to a great extent to the unrealistic interpretations of the county building codes by some of our more than 60 communities."

Cleveland also elected **Joseph M. Siegler** as senior vice president; **Philip F. Marquard**, **Howard Wyles** and **Sol S. Biskind**, vice presidents; **Louis E. Molnar**, treasurer; **Edward F. Kovac**, secretary.

Hit planning vacillators

Boston home builders are sponsoring state legislation to prevent local planning boards from revising rules after they have received subdivision plans for study. "Our bill," reports **Albert D. Cole**, legislative committee chairman of the HBA of Greater Boston, "provides that a definite subdivision plan submitted to any planning board must be governed by the rules and regulations in effect at the time of the plan's submission." An-



DAYTON MAYOR OPENS LARGEST OHIO SHOW

Largest convention and exposition in history of Ohio Home Builders Assn. is officially opened at Dayton by Mayor Henry S. Stout. At his left is Mel Kimmy, retiring president. Standing behind them is Joseph B. Haverstick, NAHB first vice president and keynote speaker.

other proposal backed by the Boston HBA would prevent zoning changes for five years after a subdivision plan was recorded, unless the land owner gave consent, "to protect long-range planning by builders and developers."

Vandals caused \$5,000 damage to a sample home in Philadelphia the day before it was to be opened for inspection by **Tower Construction Co.** (**Albert Ostroff**) . . . "Live Today the Modern Way" is the theme for home show for Lansing HBA, Mich., to be held March 3-12 . . . **Fischer & Frichtel, Inc.** and **Melvin H. Glick** are building display houses in the grounds of the St. Louis Arena to be featured during HBA of Greater St. Louis home show Feb. 4-12 . . . HBA of Rhode Island president **Burton P. Batty** estimates his state gained 4,000 new houses last year, about 5

per cent more than in 1954, and predicts a similar amount will be built this year . . .

Sol Kuperman, 33-year-old head of the Kuperman Construction Co. of Spring Valley, N.Y., has been elected president of Rockland County (N.Y.) HBA, succeeding **H. Eugene Ellish**. His slate includes **Anthony Linguantia** and **Michael Scales**, vice presidents; **William F. McNichol Jr.**, secretary, and **Irving A. Carson**, treasurer . . . HHFA has promoted **Walter S. Fried** from general counsel to regional administrator of Region I, which comprises all of New England and New York state . . .



Kuperman

1956 OFFICIALS FOR WISCONSIN AND NEW JERSEY BUILDING GROUPS

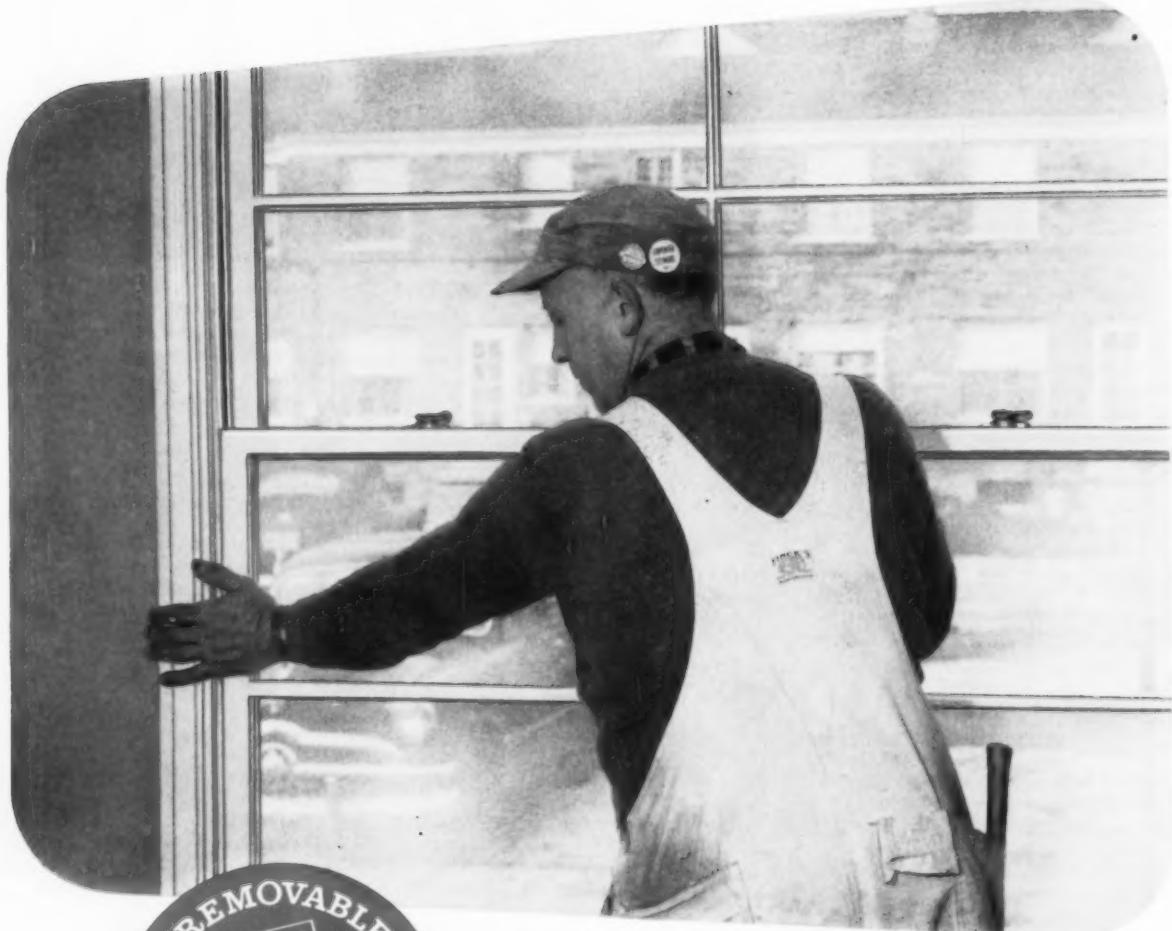


Charles W. George, new president of the Milwaukee Builders' Assn., reads a congratulatory note in presence of (from left) Carl Heaviland, secretary-treasurer; Roy F. Healy, executive vice president; Don Ganser, second vice president, and Joseph J. Mollica, first vice president.



Selections of Jersey Shore Builders Assn., chosen at Sea Girt, N. J., are (from left) Roy M. Hyde, first vice president; William H. Oliver, president; Fred C. Hamma, retiring president; Richard E. Sharpe, second vice president; S. S. Robertson, treasurer; Joseph F. Scalise, secretary.

BUILD FOR LESS



IN OPERATING POSITION



WITH SASH OUT



R·O·W Removable Sash Windows create satisfied customers—and they please the builder, too. They make homes easy to sell and easier to build. Actually, builders can save up to 50% in labor time alone by priming the removable sash and storing them until the job is ready for interior trim. No more paint-lock—no more ladders and scaffolding—nailing and insulation is easy from the inside of the house. You'll be glad you chose R·O·W.

R·O·W is the registered trade mark of the R·O·W Sales Co.

See your local lumber dealer or write . . .

R·O·W SALES COMPANY, 1302 ACADEMY AVE.

FERNDALE, MICHIGAN

SELL FOR MORE



PRESS LEFT



LIFT OUT



WASH OR
PAINT



The R·O·W Removable sash story has been told to millions of prospective customers and will continue to be told. Customers are looking for the quality, warmth and service of the best removable wood window—R·O·W. You sell more—for less, when you feature R·O·W windows—and you build customer satisfaction for years to come. R·O·W leads the field in sales, quality and brand recognition. It pays to capitalize on the name—R·O·W.

See your local lumber dealer or write . . .

R·O·W is the registered trademark of the R·O·W Sales Co.

R·O·W SALES COMPANY, 1302 ACADEMY AVE. • FERNDALE, MICHIGAN

FEBRUARY 1956

WHAT



ALEX BRUSCINO:

Studio ceiling with a

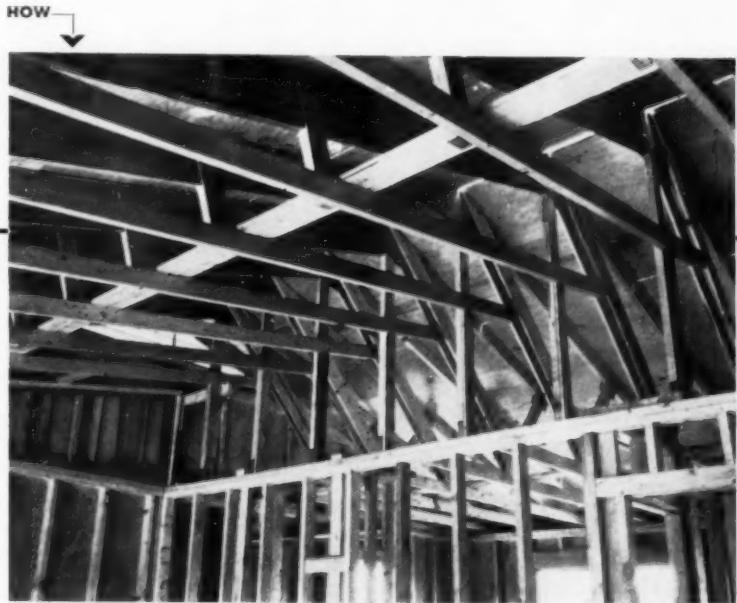
A specially designed scissors truss is Alex Bruscino's answer to the problem of gaining added headroom in a one-level house. It also enables him to provide greater roof support at lower cost. The truss, however, is only part of the story. Walls and roof of this Berea, Ohio, house are prefabricated—the product of welded steel jigs and fixtures. Time required for erection by a five-man crew: one day. The use of pre-installed windows and doors alone amounts to a saving of 30% in construction time, the builder says.

Bruscino's Seaway model 2GF, a 38' x 28' house with double garage, is ticketed at \$5,505, F.O.B. the

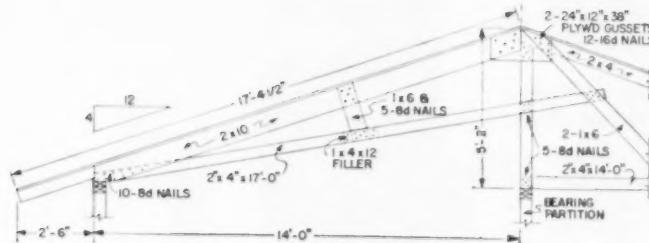
Cleveland plant. To this basic package are added foil insulation (\$45), Yorktowne cabinets (\$42), complete G.E. kitchen center, Formica sills, full basement, parquet flooring, concrete drive and a 60' x 130' lot—plus furnace, water heater, etc. All these up the price to almost \$18,000—good for high-cost Cleveland.

EXPAN HOMES, INC. of Cleveland, Ohio, will truck components of this house anywhere east of Mississippi river. The builder has choice of exterior treatments: double-coursed prime cedar shales, plywood with battens, V-jointed boards. ▶

the MONTH for February



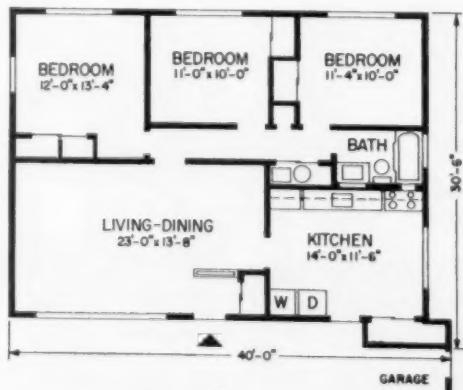
REDWOOD BEAMED ceiling of 23' living-dining area is important sales feature of one-level Berea, Ohio, pre-fab. House is part of Park-knoll estates, 200-home project by Alex Bruscino, pioneer pre-fabber in northeastern section of Ohio.



BRUSCINO VERSION of scissors truss and conventional bearing wall are shown here. Roof sheathing consists of 1" x 8" boards over $\frac{3}{8}$ " plywood. Plywood sheets are all pre-cut and laid according to plan, reducing on-site cutting and wastage.

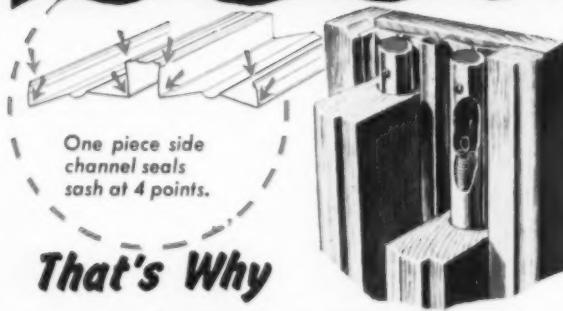
ENGINEERED FOR 28' span, Expan Homes' truss is actually half scissors, half conventional in design. Where not required to give sloped ceiling, conventional Fink truss is used. Other ranch models use newly designed hip roof trusses.

truss on top



SEAWAY CONTEMPORARY plan is one of ten now being offered by Bruscino's firm. Home has 988 square feet of living space, may have either dry wall or plaster. With six different elevations, including brick or stone veneer.

EFFICIENT Air Conditioning Demands the best in WEATHERSTRIPPING



That's Why
more builders specify

HETTINGER'S FAMOUS Metal Weatherstripping with Silent Glide.

Only Sash Balance That Properly Balances
Windows—Stops Window Operation Noise

Triple Seal metal weatherstripping seals out drafts — winter or summer — and stops the air leaks that overload air conditioning systems. If you build for air conditioning, or if your buyers plan to install air conditioning — combine Triple Seal Metal Weatherstripping and Silent Glide — the balance that goes up and down at a touch — quietly.

Box packaged for easy installation. Your dealer can also furnish you windows completely assembled and equipped with Triple Seal and Silent Glide balances.

Ask

your dealer
for full
information
or Write
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Triple Seal

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MODULAR
HOMES



HARWOOD

easier
to
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easier
to
sell

FLEXIBLE!

MODULAR HOMES permit
“customized” builder's service at
Pre-Fab mass-produced costs.
Investigate.

floor plan . . . size of rooms . . .
size of home . . . interior . . .
exterior . . . all flexible . . . easily
adjusted to suit topographical
needs and buyers' preferences.

SUPERIOR DESIGN

MODULAR HOMES are con-
temporary . . . streamlined for
enjoyable modern living . . .
designed to conform to proven
modern consumer preferences.
They are selling fast in city
suburbs and small towns . . .
on individual lots or planned
developments.

Write for dealership details.



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MODULAR HOMES®

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LIVE
BETTER



LIVE BETTER

Electric





LIVE BETTER ELECTRICALLY

Coming soon—very soon—the greatest residential business building drive the electrical industry has ever known.

Its theme?

LIVE BETTER . . . ELECTRICALLY.

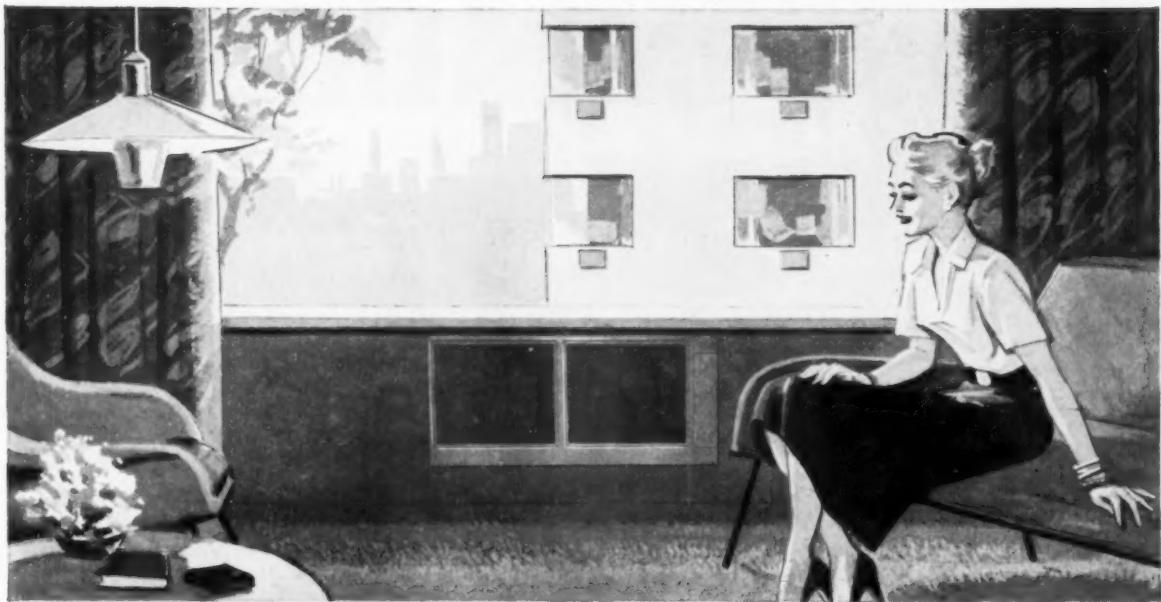
Its objective? To sell all the benefits of electrical living, and increase development of the residential market for electrical products. This means creating a desire for homes designed for better living . . . electrically! The LIVE BETTER . . . ELECTRICALLY campaign will bring about an era of new freedom of design in residential architecture. It gives the builder a greater profit opportunity for merchandising electric homes.

You'll be hearing more about it soon.

R
Electrically

**LIVE
BETTER**





BUILDER RUBIN GARFINKEL

Rents Apartments Faster with LEWYT built-in Wall Air Conditioner!



ROYAL YORK APARTMENTS

63rd St. & York Ave., N.Y.
498 Apartments; 1144 Lewyt Built-In Wall
Air Conditioners; Owner-Royal York
Associates; Architect-Greenberg & Ames

You too, can enjoy the competitive advantage of built-in air conditioning ... for less than the cost of a window unit and less than half the cost of a central system.

The amazing Lewyt Built-in Wall Air Conditioner can be installed in one room or every room of apartments, homes, industrial and commercial developments. Best of all, the

"Featuring the Lewyt in each master bedroom and living room at Royal York has given us a strong competitive advantage. As a result, our apartments have been snapped up—fast!"

... writes Rubin Garfinkel
of Royal York Apartments, N.Y., N.Y.

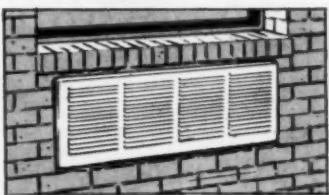
Lewyt can be installed during or after construction!

Only 15 inches deep each Lewyt is complete in itself with built-in controls and thermostat. It has a quiet, 2-speed motor and is available in $\frac{1}{2}$, $\frac{3}{4}$ and 1 H.P. models.

The Lewyt filters, dehumidifies and exhausts stale air—plus, many more exclusive features.



NO DUCTS! NO PLUMBING! Install the shell anywhere in any outside wall, slide in cooling unit.



NO UNSIGHTLY "OVERHANG"! All you see is the handsome grill—fits flush to walls inside and out.

LEWYT

BUILT-IN WALL AIR CONDITIONER

Made by the maker of the famous Lewyt Vacuum Cleaner

LEWYT AIR CONDITIONER CORP.
DEPT. AB-2
57th St. and 1st Ave., Brooklyn 20, N.Y.

Please send me complete information on the revolutionary LEWYT BUILT-IN WALL AIR CONDITIONER.

Please check: Architect Builder Contractor

Other: _____

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



CALKING &

GOIN' GREAT GUNS

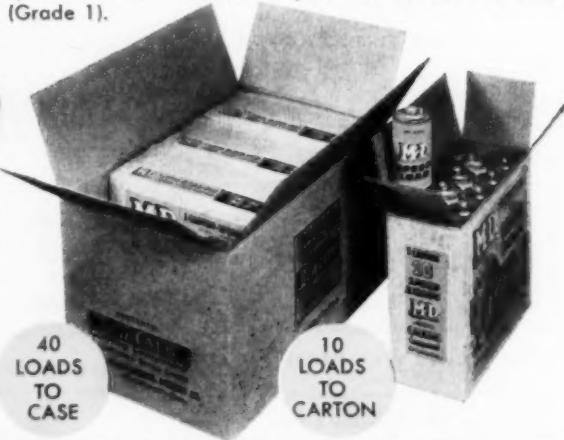


The "Original" CALKING LOAD

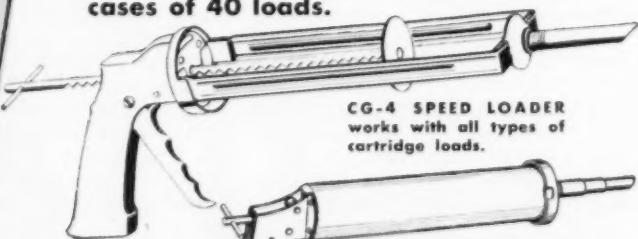
Dressed up in a

BRIGHT NEW LABEL!

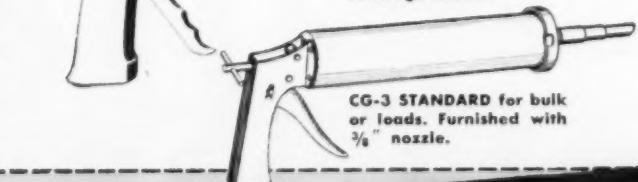
Here's the fastest way to caulk cracks around windows and doors. M-D SPEED LOADS are available in Off-White or Pure White Color. Also available with or without Plastic Nozzle. Off-White Load shipped without nozzle unless specified. Meets Federal Specifications TT-C-598 (Grade 1).



Packed 10 SPEED LOADS to a carton or in cases of 40 loads.



CG-4 SPEED LOADER
works with all types of
cartridge loads.



CG-3 STANDARD for bulk
or loads. Furnished with
7/8" nozzle.

MACKLANBURG-DUNCAN CO.

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MANUFACTURERS OF
QUALITY
BUILDING
SPECIALTIES

GLAZING COMPOUNDS

with BUILDERS and DEALERS

HAND SQUEEZE TUBES

for small jobs

No gun needed. Simply remove cap from built-in nozzle, fasten key over crimped end, turn key and start calking. Here's a fast-moving item for over-the-counter sales. Packed 12 tubes in a handsome "Silent Salesman" display carton that can be quickly set up on your counter.



Nu-Calk Calking Compound

in Bulk—Knife or Gun Grade

Off-White Color available in knife grade or gun grade. Pure White Color available in gun grade only. Off-White shipped unless White specified. Gun grade meets Federal Specifications No. TT-C-598 (Grade 1). Available in $\frac{1}{2}$ pt., pt., qt., gallon, 5 gal. and 55 gals.



Nu-Glaze Glazing Compound

Always stays "PUT"

Here's the perfect material for glazing wood or metal sash, replacing putty, setting plumbing, filling cracks, boatwork of all kinds. Clean to handle, easy to use. Will not dry out, harden, crack or peel. Available in $\frac{1}{2}$ pt., pt. and qt. cans; 25, 50, 100, 880 lb. drums.



Nu-Phalt Plastic

ASPHALT CEMENT for all jobs!

Ideal for sticking down asphalt shingles and floor tiles . . . for use on roofs, chimneys, flashings. Packed 10 loads to a carton . . . with or without plastic nozzle. Shipped without nozzle unless specified. Also available in $2\frac{1}{2}$ and 10 lb. cans; 50 lb. pails; 550 lb. drums.



DEALERS

ORDER TODAY—your order will
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BUILDERS!

Sold by all Hardware, Lumber
and Building Supply Dealers

first
with
the
finest
for
'56



**The Hotpoint Kitchens
In These Chapel Hill
Homes Include . . .**

- (1) Hotpoint Automatic Dishwasher
- (2) Automatic Washer
- (3) Automatic Dryer
- (4) Super-Star Refrigerator-Freezer
- (5) Customline Oven
- (6) Customline Built-In Surface Cooking Unit

Hotpoint Colortone Appliances Help

Paulsen Bros. Uses Them To Highlight Low-Cost

IT's a matter of simple arithmetic in Chapel Hill. 5 Hotpoint Colortone Appliances . . . plus surface cooking unit in stainless finish . . . plus 5 other quality extras . . . plus a price under \$12,000.00—equals 54 homes sold on the opening week-end!

The result of these mathematics came as no surprise to Paulsen Brothers, the builders who developed this attractive Long Island community. They planned it that way—by featuring a Hotpoint Colortone Kitchen in a house that offers 3 bedrooms, baseboard hot water heat, full basement, attached garage, and a large landscaped lot at \$11,990.00 complete.

To fully capitalize on the kitchen's growing influence on selling the home, these three steps were taken: (1) because of

their outstanding consumer recognition and acceptance, Hotpoint Appliances were specified; (2) Hotpoint Colortones were selected to complement the interior decorating; (3) and all advertising and literature stressed the "Hotpoint Home." A simple plan, easily executed—with obvious success.

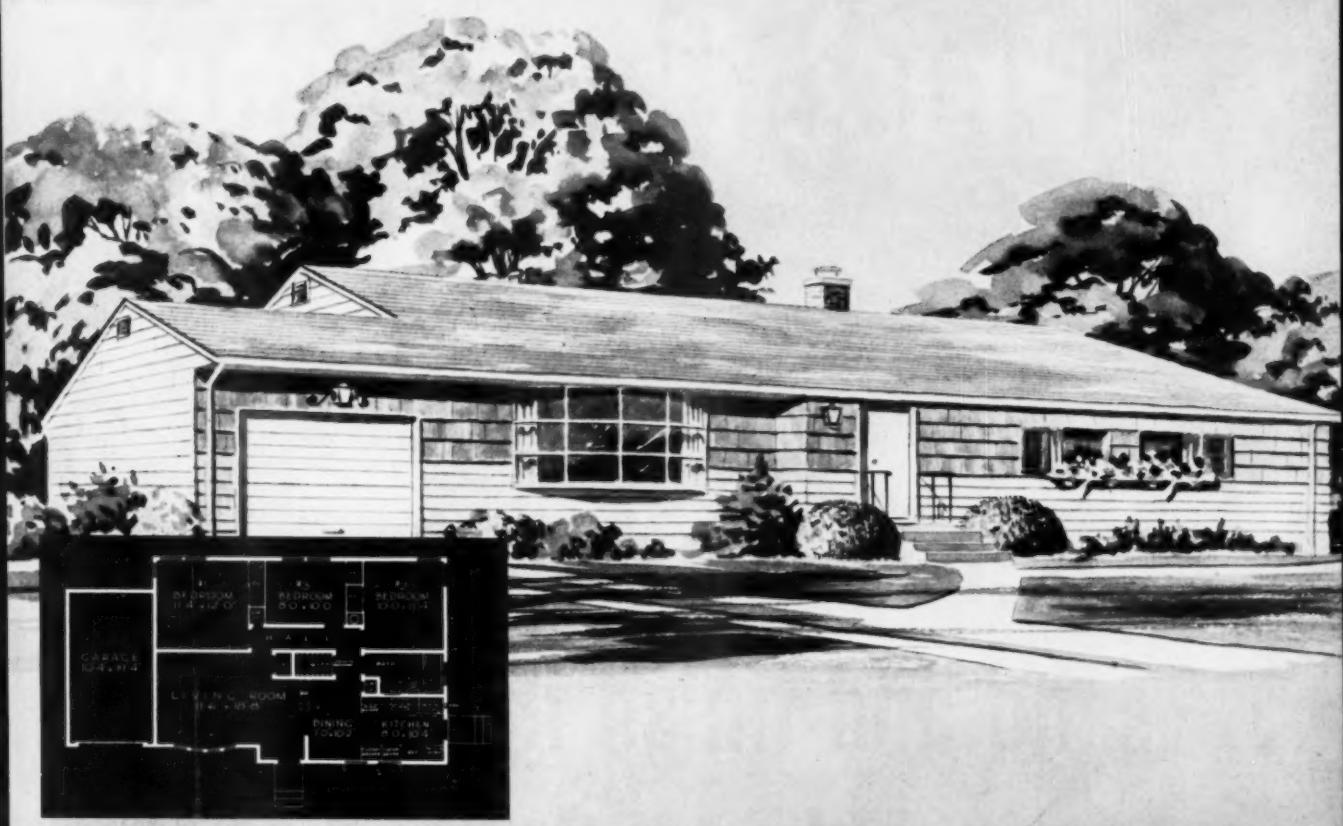
Chapel Hill is another example of what merchandising-minded builders all over the country are doing to attract more buyers . . . close more sales . . . and gain "plus" profits. And there are Hotpoint Appliances for every home, to suit every preference. The complete Hotpoint line of kitchen and home laundry equipment includes: conventional, "free-standing" models; built-ins, for ultra-modern beauty and efficiency; modular kitchens, incorporating various combinations of

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS®

WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS

CLOTHES DRYERS • AIR CONDITIONERS • CUSTOMLINE

Look to **Hotpoint**



A CHAPEL HILL—LONG ISLAND HOME

Whether you are building low-cost homes for the mass market, custom homes where "price is no object", or for budgets in-between, be sure to include a full line of matched Hotpoint Appliances in the kitchen. The

sale will be easier, you make a larger profit, and your customers will appreciate the convenience and economy of being able to include the famous Hotpoint Appliances in their VA or FHA mortgage.

Sell Fifty-Four \$11,990 Homes In First Week-end Offered!

Homes In Chapel Hill Development

appliances in one sweeping counter-top cabinet; in a choice of traditional white, gleaming stainless, or 5 soft Colortone finishes.

Let a Hotpoint Kitchen visibly reflect the quality you build into your homes. See your Hotpoint Distributor—his Builder Specialist will be happy to help you create a kitchen that sells your homes.

Whether you are selling low-cost homes for the mass market, custom homes where "price is no object," or for the middle-priced range, be sure to include a full line of matched Hotpoint appliances in the kitchen.



"The kitchen is the ideal showcase for quality in a home. No other room is used more often, is more important, or comes under closer scrutiny by the prospect. That's why we chose to install and promote Hotpoint Colortone Appliances in our Chapel Hill homes. The sales record shows it was a wise choice . . ."

Paulsen Bros.

for the finest-first!

HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

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How much
is it costing you to
sand and finish floors
on the job?

Bruce Prefinished
Floors are saving
builders up to \$100
or more per house



When it's laid
...it's Finished

Floors For 3½¢ a Foot

You get these **PLUS** values
with **Bruce Prefinished Flooring**



like fine
furniture
this flooring is finished
at the factory with
highest quality materials



its extra
durability
is proved by the
famous Bruce
Scratch Test



consistent
advertising
in leading magazines
has created tremendous
acceptance for
Bruce Flooring

18 to 1 over next
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Bruce PREfinished Hardwood Floors

Let us show you how
to cut floor costs and
please home buyers



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Please send information
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General Plywood Presents



the built-in polish
that will **SAVE**
AMERICAN BUILDERS

**millions
of dollars**

in Flush Door Finishing Costs*



Manufactured by
GENERAL PLYWOOD CORPORATION
MARKET AT THIRTY-FIRST STREET
LOUISVILLE 12, KENTUCKY

Produced in compliance with CS-200-55 U. S. Dept. of Commerce

MEMBER NATIONAL WOOD-WORK MANUFACTURERS ASSN., INC.

LOOK FOR THIS LABEL ON EVERY FLUSH DOOR. • IT WILL SAVE YOU TIME, MONEY AND TROUBLE

A Word About



SATIN - SURFACE

WHAT "DOUBLE S" IS . . .

At General Plywood's plants special equipment is used in an exclusive process that balances heat and pressure, that—in effect—welds wood fibres into a semi-glazed surface.

This newly created satin-smooth surface remains intact under the application of paint, shellac, varnish or lacquer.

This new process is not just an additional sanding operation and cannot be duplicated by any known sanding method. Patents are pending on all phases.

The "DOUBLE-S" process (Satin-Surface) begins after sanding operations that comply with U. S. Department of Commerce CS-200-55 standards are completed.

It does not involve the application of adhesive material or coating of any kind, the fibre welding being accomplished by the fusing and setting of the natural lignins within the wood.

WHAT "DOUBLE S" WILL DO . . .

1. It will, by reason of its satin-smooth surface, produce a finish of exceptional brilliance.
2. It simplifies the uniform application of stains and other finishing materials.
- * 3. On-the-Job tests prove that labor costs of finishing doors are reduced 50%, materials 30%.

"DOUBLE-S" therefore accomplishes what all good builders are constantly striving for: Better Results and Quality at Lower Costs.

General Plywood Corporation

LOUISVILLE, KENTUCKY



MEMBER NATIONAL WOOD-WORK MANUFACTURERS ASSN., INC.



The woman you want to sell
is already sold
on this monogram

capture sales with **the big plus** that only G-E home heating and cooling gives you

And add to this powerful selling tool, the fact that General Electric gives you unsurpassed choice in the variety of models it offers. Actually there are over 37 different units in the G-E line—upflow, downflow, horizontal, in both heating and cooling, plus air cooled and water cooled cooling units.

Your big plus will be the fact that your customers are already sold on General Electric. They know your houses offer more for the

money in heating and cooling—backed by G.E.'s dependable warranty. So contact your G-E dealer. You'll find him listed in the Yellow Pages of the phone book. Talk your language with him—and he'll talk costs, savings, profits with you.

HOME HEATING AND COOLING DEPT., BLOOMFIELD, N. J.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

AMERICAN BUILDER



SALES SECRET:

*Tell buyers it's
WIND-SAFE*

Hidden tabs lock down each shingle's bottom edge. Thousands of Lok-Tab roofs storm-tested in recent hurricanes. (Economical, too! Eliminates cementing thousands of tabs; fewer shingles; saves 5,000 nails in 20 squares alone!)

RUBEROID

LOK-TAB Asphalt Shingles

ASPHALT AND ASBESTOS BUILDING MATERIALS

For more information, ask for LOK-TAB Kit #1334 — Write The RUBEROID Co., 500 Fifth Avenue, New York 36, N. Y.

WHAT EVERY BUILDER
SHOULD KNOW ABOUT

Dish-Quik®

The ALL-IN-ONE faucet dishwasher



Now you can add the selling punch of a complete dishwashing faucet to every kitchen—and still specify a favorite, name-brand sink fitting!

Here's how: Choose spray sink fittings made by any of the 40 leading manufacturers listed below—and specify that these fittings be equipped with Dish-Quik!



Here's why this is possible: These 40 manufacturers make 98% of all spray-equipped sink fittings. They all use built-in diverter valves and automatic plain-water sprays, created and supplied by Modern Faucet Mfg. Co. Dish-Quik, Modern's new automatic spray and dishwasher combined, is interchangeable with these plain-water sprays—on the same hose.

Dish-Quik is available either way: 1) Attached as standard equipment on many leading brands of sink fittings. 2) Separately as a replacement for automatic plain-water sprays—on new or old fittings. With Dish-Quik, you add a powerful, nationally-advertised sales feature to every new home or remodeling project...for a cost you will measure in fractions!



ORDER DISH-QUIK FROM YOUR REGULAR SUPPLIERS OF PLUMBING GOODS

Write direct for further information

THE DISH-QUIK CO. (Div. of Modern Faucet Mfg. Co.)
1700 E. 58th Place, Los Angeles 1

American Brass
American-Standard
Barnes Mfg. Co.
Block Brass Co.
Burlington Brass Works
Briggs Mfg. Co.
Central Brass Mfg.
Crane Co.
Chase Brass & Copper
Delta-Detroit Corp.
Dick Brothers, Inc.
Eljer Co.
Empire Brass Co.
Empire Brass Ltd.

Federal-Huber Co.
Galt Brass Ltd.
Gerber Plumbing
Fixtures Corp.
Glander of Texas
Gyro Brass Mfg.
Harcraft Brass
Indiana Brass
Kohler Co.
A. Y. McDonald Mfg.
Michigan Brass
Milwaukee Faucets
Mueller, Limited
Price-Pfister Co.

Queen City Valves
Ravenna Metal Products
Repat Brass
Royal Brass Mfg. Co.
Savoy Brass Mfg.
Schable Company
Speakman Company
Sterling Brass Co.
Sterling Faucet Co.
Union Brass & Metal
Universal-Rundie
Wallaceburg Brass Ltd.
Wolverine Brass Works
Stephen A. Young Corp.

Dish-Quik attaches to any spray sink fitting produced by these 40 manufacturers. *Indicates those who now have Dish-Quik for sale ATTACHED as standard equipment on their fittings. **Indicates those also stocking Dish-Quik SEPARATELY for replacement.



"I rely on Gates"

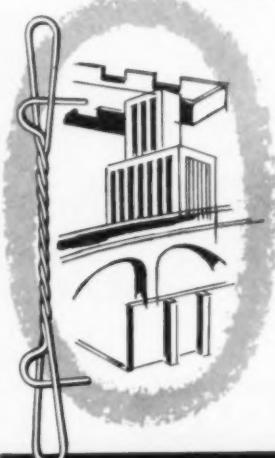
Fred Spallone of Spalmor Construction Company, Denver, has this to say about the Gates Forming Systems:

"My reputation as a builder naturally depends on quality construction. That's why I rely on the Gates Forming Systems, not only for a top-quality job, but for increased construction, speed and overall savings in labor and materials."



Thanks, Fred Spallone

That sums up what plenty of builders are saying about the Gates Systems. This photo, showing Spalmor Construction's Broomfield Heights, Colorado, project, is an example of quick, efficient foundation forming with Gates Horizontal Rod Panels.



Gates Systems have been job-tested and accepted throughout the United States and Canada. They can help you on all types of construction, from foundations, retaining walls, culverts and bridge abutments, to high wall construction!

See your nearest
Gates Dealer, or write for
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GATES & SONS, INC.
DENVER • SPOKANE



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QUALITY ★
HEATING ★
PUTS MORE
"SELL"
 into the homes
YOU BUILD!



Nationally advertised,
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★ Dependable, trouble-free,
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Compact designs that save
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Exclusive assembly features
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Complete line with models and
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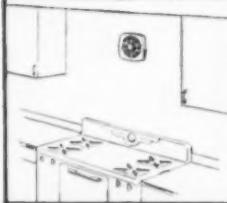
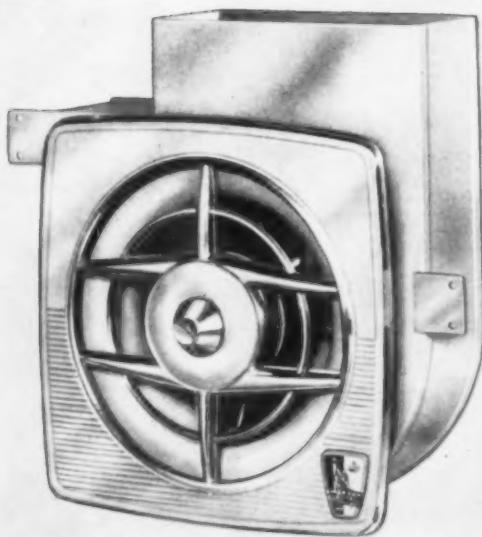
WRITE DEPT. AB-2



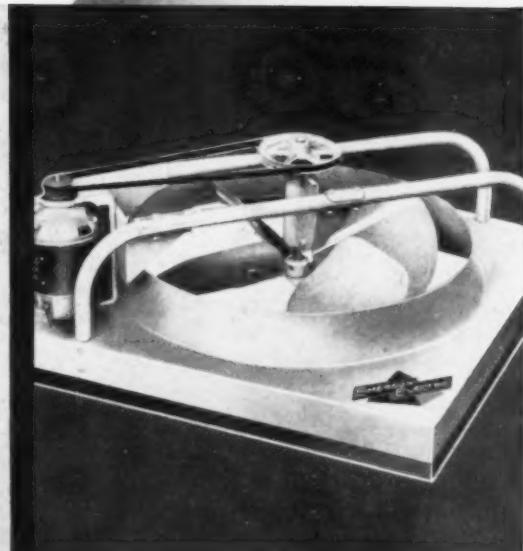
Kaustine **TOPS IN QUALITY**

There is a Kaustine Furnace or Water
 Air Conditioner for every type of home

Housing Project* Activate, HOME SALES with



For kitchens, bathrooms, utility rooms, this new, popular-priced 8-inch Emerson Electric ACTIVE AIR ventilator, with its mirror-finish grille, strikes a popular note with home buyers.



Cooling breezes throughout the house; restful sleep on hottest nights—a strong selling "plus" for homes with these new 24-inch and 30-inch ACTIVE AIR attic fans. Can be installed in narrow hallways and low-headroom attics.

*-and, Custom-Built homes too!

GET "Sales Assurance"—specify Emerson Electric Fans with the famous 5-Year Guarantee.

Architects, builders, contractors want equipment with a reputation for quality and service, built for ease of installation, and at a price that is competitive.

Now you get *all three* with ACTIVE AIR Emerson-Electric Fans. It will pay in sales to add this 65-year quality reputation to your own. Send for fan bulletin No. 1017, today. The Emerson Electric Mfg. Co., St. Louis 21, Mo.

Backed by the FAMOUS 5-YEAR Factory-to-User GUARANTEE at No Extra Charge

- The 8-inch ventilator has enclosed motor, pressure-type blades. For wall or ceiling installation.

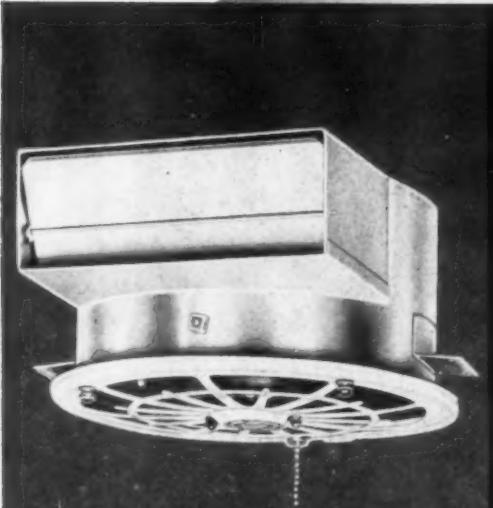
- Attic Fans—Certified air delivery ratings: 24", 5200 C.F.M.; 30", 7000 C.F.M. Ball bearings on motor and fan. Also available—36", 42" and 48" models.

- The 10-inch ventilator is ideal for larger kitchens. Quiet-type blades. Wall box and ceiling types.

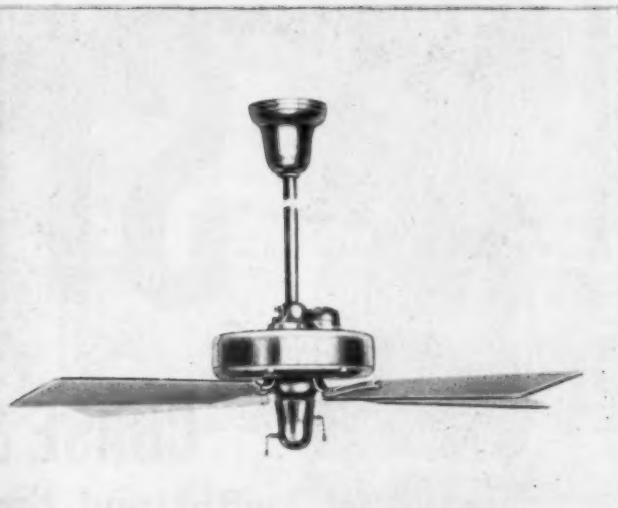
- The 36-inch ceiling fan circulates 3800 cubic feet of air per minute; the 52-inch, 7000 C.F.M.



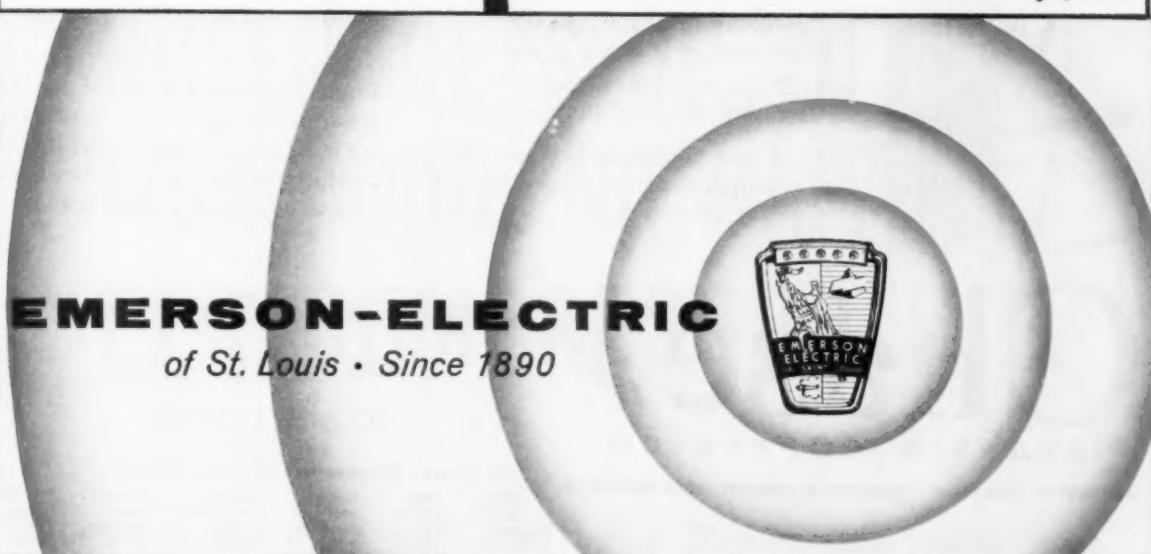
“Active Air” fans



Wall box and ceiling types, these Emerson-Electric 10-inch ACTIVE AIR ventilators do a really big job of moving hot air and odors out of kitchens, bathrooms, utility rooms.



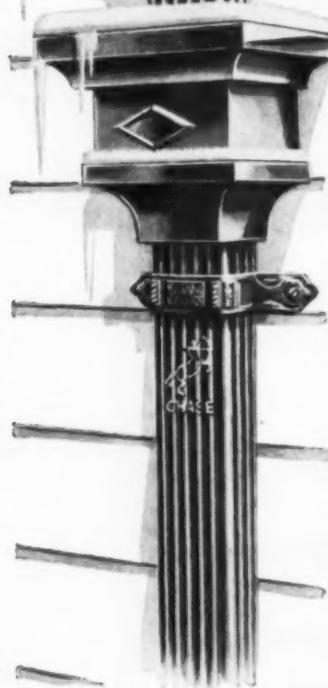
More breezes in breezeways, porches or sunrooms. The “ever-reliable” Emerson Electric 36-inch and 52-inch ACTIVE AIR ceiling fans have a real comfort appeal to home buyers.



EMERSON-ELECTRIC
of St. Louis • Since 1890

EXTRA STRONG

**CHASE® copper roofing products
withstand the weight of snow and ice!**



Snow, hail, rain or sleet—copper stands up in *any* weather. It can never rust, has proved its durability for *centuries*.

Chase Copper Roofing Products are exceptionally durable. Chase copper gutters, downspouts, elbows and shoes are made of 16 ounce copper or heavier, to withstand the ravages of weather, the weight of snow and ice.

Chase copper leaders have strong, expansion-proof seams—because they're made from generous, full-width

copper strips. Corrugations are deep and ample, allow for extreme temperature changes.

Chase Copper Roofing Products can be handled easily, and can be joined by using standard soldering techniques.

Choose Chase Copper Roofing Products, and you're sure of a quality job—one that will last for years. Find out more about Chase Copper Roofing Products by sending for the free Chase Copper Roofing Products Booklet.

Chase

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Chase Copper
adds extra value
to any home!

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Boston	Cleveland	Grand Rapids	Los Angeles	New Orleans	Providence
Charlottesville	Dallas	Houston	Milwaukee	New York	Rochester
	St. Louis		Seattle	Waterbury	
			San Francisco		

IMPOSSIBLE FANTASTIC CAN'T BE DONE

That's what everybody said
until they saw positive proof that

RHEEM GETS UP TO 95%
MORE COOLING CAPACITY
PER COMPRESSOR H.P.

Now turn the page and read what Rheem has ready now...

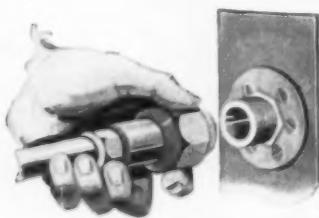
It's so important
so hard to believe
we'll say it again—

up to 95% more compressor h.p.-yours in air conditioner



Field Tested

Units were installed last summer in all types and size homes in the hottest sections of the country. All of the units performed perfectly—through some of the longest heat waves in history.



No Refrigeration Mechanic Needed!

All refrigerant line connections in the new Rheemaire unit are equipped with new quick connect fittings. No flare connections, no evacuating or charging the system. Any qualified heating contractor can install it—no refrigeration mechanic needed. Can be installed in less time—at lower cost.

This is big news—big news for home buyers—and even bigger news for builders from coast to coast. For now from Rheem comes the answer to profitable, practical home air conditioning. From Rheem comes a unit that answers every objection to units already on the market—it costs less to buy, less to install, much less to operate, meets all FHA requirements, takes up no usable space in the house, eliminates the noise problem. Just imagine this—competitive home air conditioners on the market cost 50% more to operate than this amazing new unit!

Designed for homes with forced air heat—but adaptable to others—the new Rheem Home Air Conditioner cuts the cost of cooling and almost doubles compressor capacity with a patented, practical, workable way to cool the condenser with a combination of air and water—*without* costly recirculating system (actually uses much less water than a cooling tower). Easily installed in one- or two-story homes—with or without basement. Just think of the profit possibilities—you can offer home buyers a completely air-conditioned home at a much lower price than ever before—air conditioning that costs less to operate than any other central-system unit.

The new Rheem Home Air Conditioner is ready now. It's been tested and performance-proved by the finest air conditioning engineers, technicians, and consultants in the country. Every unit is performance-bonded for \$1000. So write to Rheem—right away—for free booklet and complete facts about this amazing new air conditioner. You'll find out what the new Rheemaire can mean for you.

You can rely on



RHEEM
MANUFACTURING
COMPANY

Seattle • Houston • Chicago • South Gate, California • Sparrow's Point, Maryland

AMERICAN BUILDER

cooling capacity per a revolutionary new home ...the Rheemaire!

Gives home builders
a great new
profit opportunity



PERFORMANCE BONDED FOR \$1000

Here's complete protection—and positive proof—that the revolutionary new Rheemaire is fully perfected and thoroughly dependable. So carefully have these new units been tested that Rheem guarantees payment of \$1000 if the Rheemaire doesn't operate satisfactorily at its rated capacity in any home. It's the only guarantee of its kind that you can offer prospective buyers of air-conditioned homes.

FREE
BOOKLET

Write to Rheem on your company letterhead for full information about the amazing new Rheemaire. You'll receive an illustrated booklet with all the facts about this new home air conditioner. Write to Rheem Manufacturing Company, 7600 S. Kedzie, Chicago 29, Illinois. Dept. AB-2.

"**Modular Measure** was praised at a Washington Conference sponsored by AIA, Producers' Council, General Contractors of America and others . . . speakers reported that this standardized method of dimensioning makes estimating easier and more exact, speeds operations, saves materials and cuts labor costs."



modular measure steel doors and frames

*fit each other
fit modern building materials
fit finest surroundings*

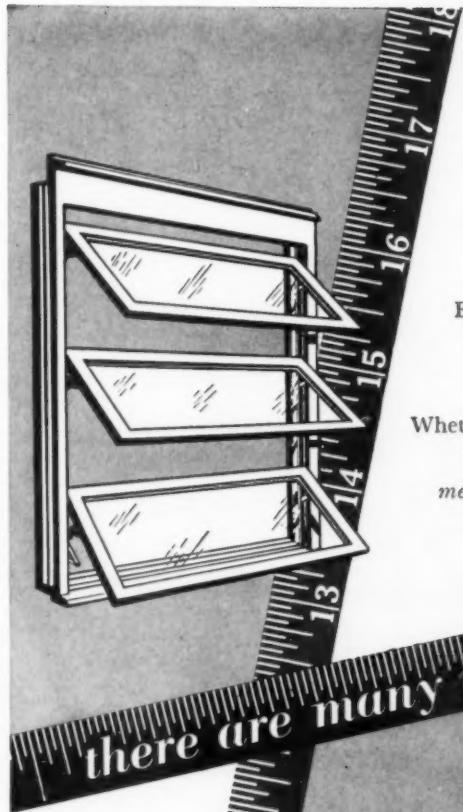
**Precision engineered and
manufactured to high accuracy
standards unmatched
in the industry.**

FEATURED IN *Personalized Coronados* BY UNITED STATES STEEL HOMES INC.



UNITED STEEL FABRICATORS, INCORPORATED WOOSTER, OHIO

Representatives: Cleveland, New York, Washington, D.C., Amarillo, Tex., Minneapolis, Seattle, Shreveport, La., Butte, Mont., Buffalo, St. Louis, Toledo, Wilmington, Del., St. Petersburg, Fla., Tucson, Denver, Manchester, N.H., Mobile, Madison, Wis., Chicago.



The merit of a window can be measured in many ways.

There's **QUALITY**, **PERFORMANCE** and **STYLE** for customer satisfaction and easier sales. There's **ECONOMY** of labor in **EASE-OF-INSTALLATION** ...a direct result of **SUPERIOR CONSTRUCTION** and **RIGID FACTORY INSPECTION**.

Whether you use one or all of these yardsticks, you'll find WOODCO E-ZEE Loc Wood Awning Windows not only *measure up* but surpass all others in every respect.

there are many ways to measure a window

Hotel Evans, Loch Sheldrake, N. Y.
SYDNE SCHLEMAN Associates
Architects
Middletown, N. Y.



CHECK THE WOODCO E-ZEE Loc PATENTED FEATURES:

- EASY TO LOCK
- SEQUENCE AIR CONTROL
- TOXIC-TREATED TO PREVENT DECAY
- EXTRA HEAVY SASH and FRAME
- DOUBLE VINYL WEATHERSTRIPPING (Pat. Pend.)
- WATER-REPELLENT TREATED
- COMPLETELY ASSEMBLED



for the Beautiful point-of-view...

For further information see your dealer or write to

WOODCO CORPORATION

Formerly General Woodcraft Co., Inc.

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Branches:

Schenectady 3, N. Y.; Lowell, Mass. • Factories: Miami 47, Fla.; and
Rockwell of Randolph, Inc., Randolph, Wisc.

The
luxury look

IN STAINLESS
STEEL



at the cost of
ordinary cast iron

Stainless steel sinks belong in a modern kitchen. They match any color scheme. And they are easy to clean with no enameled surface to chip or crack . . . A stainless steel sink says you've built the best. Yet you can now install Carlton Stainless Steel Sinks at the low cost of ordinary cast iron. Carlton Sinks are guaranteed never to wear out. First cost is final cost—and that cost is now so low, you can afford to put a Carlton Stainless Steel Sink in even the lowest priced homes.

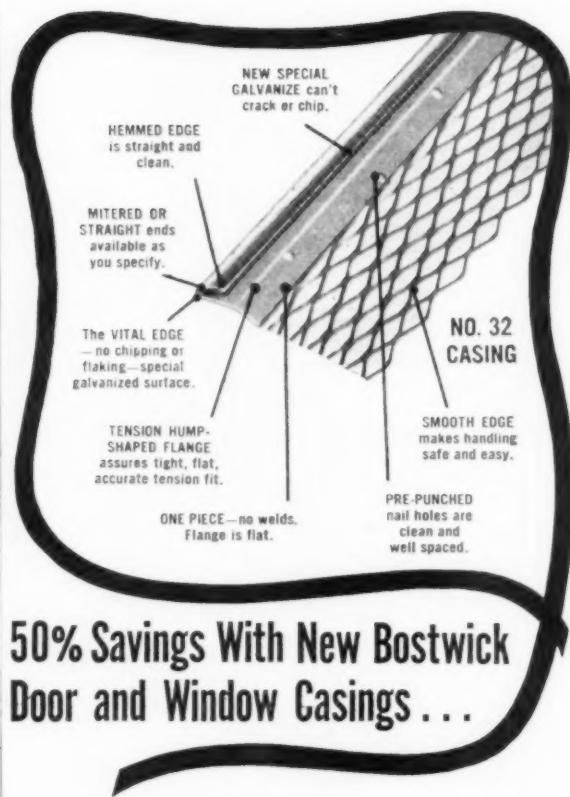


Don't overlook the special Carlton rubberized undercoating that cuts dish-washing clatter; changes garbage disposal noise from a growl to a purr! See for yourself how stainless steel's extra resilience reduces dish chipping and breakage. Carlton's narrower wall between twin bowls almost eliminates the splash from a swinging faucet, while the deeper (7 1/4") bowl allows up to a full gallon more water capacity.

Special Note to Builders, Wholesalers, Architects:
A Carlton Stainless Steel Double Sink Bowl (32" x 21") weighs only 17 pounds, makes installation much easier. Stainless steel, lighter than cast iron or porcelain on steel, saves you money on shipping costs, too. Write for free Catalog 57, illustrating complete line, and send the name of your distributor. SINK DIVISION, Carrollton Mfg. Co., Carrollton, Ohio.

The bright spot in your kitchen

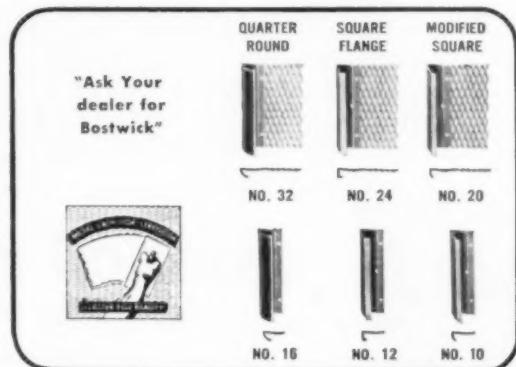
CARLTON
STAINLESS STEEL
SINKS



50% Savings With New Bostwick
Door and Window Casings . . .

Mr. Contractor, Bostwick's great new door and window casings cut your casing costs in half. Here's how: **First:** Screed and trim are combined in one product. **Second:** There is only one installation operation. **Third:** Straightness and uniformity assure perfect corner miters and sure fit. Best of all your rooms will look bigger and have contemporary clean cut appearance.

These new casings will put more profits in your pockets. At your dealer's now or write to us for samples and Bostwick Bulletin, AIA-20.



THE BOSTWICK STEEL LATH CO.
103 HEATON AVE. • NILES, OHIO

Bostwick



1. Building . . . to help you build

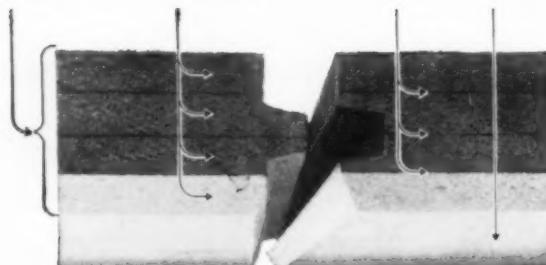
This steel framework is part of the new Armstrong plant in Macon, Georgia. When the new manufacturing facilities are completed this spring, production of every building material in the Armstrong Line will be greatly increased. To see how availability of these building products can make 1956 one of your most successful years, turn the page for information about just one of the Armstrong materials designed for contemporary homes—Temlok Roof Deck.



2. MORE TEMLOK ROOF DECK

Availability of Temlok Roof Deck means you can plan your 1956 homes with this modern building material. Builders who have used Armstrong Temlok Roof Deck are enthusiastic in its praise. For here is a material that helps them cut construction costs in contemporary home design . . . and at the same time, builds more beauty, comfort, and value into their homes.

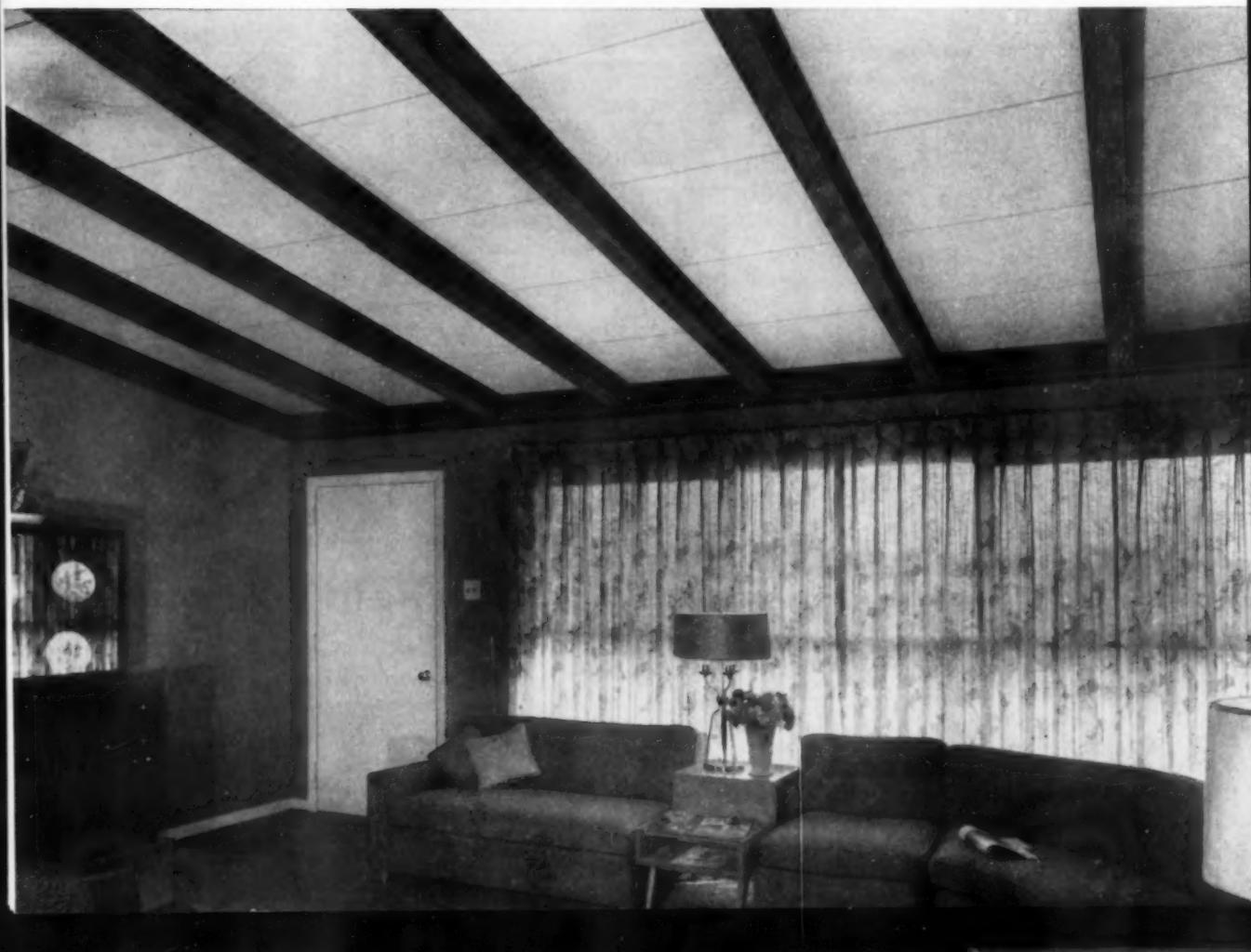
1. Strong roof deck
2. Efficient insulation
3. Effective vapor barriers
4. Factory-finished ceiling



3. 4-IN-1 BUILDING MATERIAL

Armstrong Temlok Roof Deck is a strong building product that combines roof deck, insulation, vapor barrier, and interior finish in one material. A roof built of Temlok Roof Deck needs only beams to support it and built-up roofing to weatherproof it. Strong Temlok Roof Deck withstands heavy work traffic and deep snow loads. Handsome interior finish is two coats of factory-applied light ivory paint.

Applied over beams, Temlok Roof Deck automatically creates a beautiful open-beam ceiling.





Each piece of Temlok Roof Deck provides 16 sq. ft. of deck, insulation, vapor barrier, and finished ceiling.

4. SAVES UP TO \$250 PER HOUSE

When you use Temlok Roof Deck on low-pitched roofs, your men work with one easy-to-handle material instead of four or five cumbersome ones. Construction is simplified, too, because Temlok Roof Deck can be installed on beams 24", 32", or 48" on centers. This means less cutting and scrap material — and there's no dimensional loss with Temlok.

This simpler, faster handling cuts installation time by 50%. Four men can cover a 30' x 40' roof with Armstrong Temlok Roof Deck in only 7 hours, compared to 14 hours with conventional building materials. Total on-the-job savings run as high as \$250 per house.

5. GIVES YOUR HOMES NEW SALES APPEAL



In addition to cutting your costs, Temlok Roof Deck adds value to your homes . . . and clearly demonstrates to prospects that you have something different and better to offer in contemporary design. Attractive open beam ceilings will appeal to modern and traditional tastes alike.

For free booklet that shows you how to build profitably with Temlok Roof Deck, write Armstrong Cork Company, 3702 Rider Avenue, Lancaster, Pennsylvania.



Plan your 1956 homes with

Armstrong BUILDING MATERIALS

Temlok® Roof Deck • Temlok Sheathing • Temlok Tile • CUSHIONTONE® Ceilings



"BUY-WORD" of the Wise
Masonry Expert . . .

Butt Weld
DUR-O-WAL
WITH TRUSSSED
Design

Patented Dur-O-wal Sets
the Pace for Reinforcing
Quality and Performance

Masonry industry leaders throughout the nation hail butt-weld Dur-O-wal for performance, quality and economy. Masons prefer Dur-O-wal because it lays flat . . . works fast . . . handles easily.

The masonry industry prefers Dur-O-wal because it safeguards the beauty of masonry by providing both vertical and horizontal reinforcing in all types of masonry walls.

GET ALL THE FACTS TODAY from the Dur-O-wal plant nearest you. Literature now available with new research data from independent tests. Request information today.

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BIRMINGHAM 7, ALA. Dur-O-wal Products of Ala., Inc., Box 5446

PHOENIX, ARIZ. Dur-O-wal Div., Frontier Mfg. Co., Box 49

CEDAR RAPIDS, IA. Dur-O-wal Div., Dept. 658, Cedar Rapids Block Co.

6 Reasons

why Dur-O-wal is
STRONGER, FASTER
AT LESS COST

- Mechanical Bond every 8 inches of wall
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- Double Mortar Lock at each weld
- Electric Butt Welds place all rods on a single plane
- Deformed Side Rods lay straight and flat due to hardness of steel
- Trussed Design causes side rods to work together



© EVANS RULE CO.
1955

**Evans King-Size
10-ft. Steel Tape**

**STANDS UP STRAIGHT
for UPRIGHT
MEASUREMENTS**

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33% wider blade (full 3 1/4") stays straight up without bending or buckling. You get a free belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and . . .

it's marked so you don't have to figure!
no other tape is marked this Evans way.

This Edge—marked in feet and inches with foot markings at every inch

F	10	1F	11	2F
22		23		24

This Edge—marked in inches from 1" to 120"

Whichever way you work, in inches or feet and inches, you read instantly without having to stop and figure.

The EVANS King-Size White-Tape is the Top 10-ft.

Tape Value at only \$2.39 at hardware stores everywhere in U.S.A.

another
EVANS
value—

**THE
ONLY
12-FOOT
POCKET
WHITE-TAPE**

Standard blade

1/2" wide

Now, a pocket steel tape that measures a full 12 feet — eliminates the inconvenience and inaccuracy of adding two measurements as you do with shorter tapes. Exclusive EVANS double markings (same as King-Size above). Chrome plated case is no bigger than cases for shorter tapes. Self-adjusting sliding hook for 100% accurate inside or outside measurements. Each tape packed in FREE transparent Tenite utility case.



**This L-O-N-G-E-R
Pocket White-Tape only \$1.89
at your hardware store**

Evans RULE CO.

® 2627

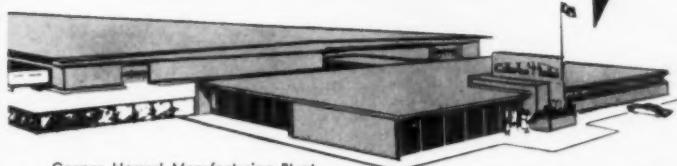
400 Trumbull Street, Elizabeth, N.J., U.S.A.

Makers of Evans "Long Tapes"—25-50-75-100 ft. and Evans 6-ft. Folding Rules



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prove it
on Paper

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Cooper Homes' Manufacturing Plant

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Use the entire Cooper Homes "Profit Package". This includes finished homes, neighborhood planning—with color coordination, too, if you want it—and a complete interim and mortgage financing program.

Or . . .

Install our carefully engineered interiors in the homes you're now building. Our easily adaptable Stor-O-Wall Units include kitchen cabinets, storage walls, vanities, linen closets, heater closets, all hardware; in fact, everything but the perimeter walls. They're all furniture-quality Philippine Mahogany, and we'll design and manufacture them to fit your plan.

Whichever way you do it, you'll find that it takes less site labor and less supervision . . . one sure way of increasing your profits.

You'll find, too, that sales pick up in a hurry when prospects get a look at these smartly designed Cooper Homes—or the improved interiors you'll offer them with our Stor-O-Wall Units.

If you're doing business within 700 miles of Amarillo, get with us now. We've just recently expanded, and offer unlimited builder-dealer opportunities. Wire, write or call Cooper Homes, Inc. now. There's a representative near you, ready to explain the entire program and prove your profits on paper.

why
build to
BURN?



KEYMESH

GALVANIZED REINFORCING LATH

*with gypsum lath and plaster
multiplies fire resistance of buildings*

Fire safety costs so little.

Actually, walls and ceilings of gypsum lath and plaster, reinforced with Keymesh, cost less than most substitutes. Just see how they multiply fire safety.

Take open-web steel joist floors and concrete slabs with gypsum ceilings, for example. With $\frac{1}{2}$ inch of lightweight aggregate plaster, reinforced with Keymesh-like lath, a fire endurance limit of 3 hours and 28 minutes was obtained.*

Without reinforcement, the limit was 55 minutes. Keymesh adds 2 hours and 33 minutes to the fire endurance limit because it holds the plaster in place. When lath and plaster were omitted,

the fire endurance limit was only 7 minutes.

You'll find equally important protection when simple columns and beams of buildings are protected in this same way. It's so good that insurance companies cut their rates because of the greater fire safety. Actually, these lower rates quickly pay the cost of the lath and plaster.

Think of it. Greater fire safety. Acoustical properties, if you wish. Durability. Low maintenance. Beauty. Takes any decoration. Yet... this fire safe construction costs less than most substitutes. And it can slash insurance rates enough to quickly pay for the plastering.

*Actual Fire Test Shows Amazing Value of Keymesh-Type Plaster Reinforcement**

Ceiling of gypsum lath — KEYMESH-type reinforcement and $\frac{1}{2}$ " gypsum plaster with lightweight aggregate

Fire endurance limit

3 hrs. 28 min.

55 min.

Ceiling of gypsum lath and $\frac{1}{2}$ " lightweight aggregate gypsum plaster

7 min.

Ceiling unprotected

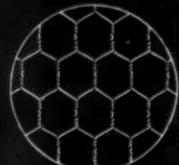
*See Building Materials and Structures Report 141, National Bureau of Standards; "Fire Endurance of Open-Web Steel-Joist Floors with Concrete Slabs and Gypsum Ceilings."

KEYSTONE STEEL & WIRE COMPANY

PEORIA 7, ILLINOIS

makers of Keymesh • Keybead • Keycorner • Keystone Welded Wire Fabric
Keystone Nails • Tie Wire • Keystone Non-Climbable and Ornamental Fence

Use these three keys to stronger plaster



KEYMESH lath for overall reinforcement. Made of galvanized woven wire. Especially recommended for ceiling construction.



KEYCORNER strip lath, pre-formed to fit snugly in corners. Lies flat when applied to joints. Galvanized to prevent rust streaks.

3 KEYS TO
STRONGER PLASTER

KEYMESH
KEYCORNER
KEYBEAD



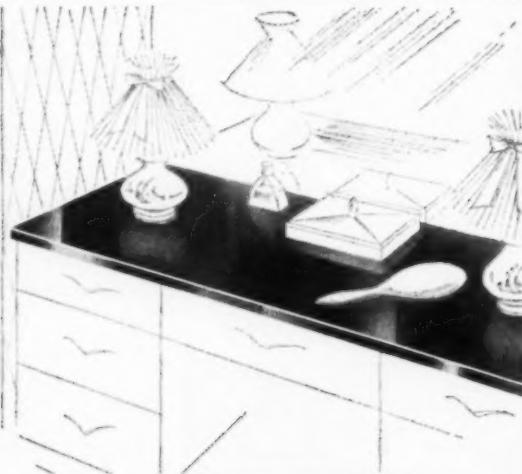
KEYBEAD corner lath for outside corners. Open mesh fills solid with plaster. Galvanized nose, or solid zinc nose (Key Z Bead).

SOLD

More and more quality-conscious home buyers are becoming "sold" on the strength, adaptability and beauty of lumber bearing the stamp of Grade-Marked Southern Pine Lumber. They know this stamp is the way to tell this superior, versatile wood . . . and to look for those who sell it. That's why you can build sales and reputation with Grade-Marked Southern Pine. More saleable . . . more available than ever.

SPIB-C (418) SPA

SOUTHERN PINE ASSOCIATION • NEW ORLEANS, LOUISIANA



Give the homes you build an extra touch of Sales Appeal with built-in dressing tables featuring tops of beautiful, durable . . . Carrara Structural Glass

Carrara® Structural Glass is ideal for vanity tops. Its gleaming beauty is not affected by spilled perfume, nail polish or other cosmetics.



PITTSBURGH PLATE GLASS COMPANY



Model 505 . . .
SCALLOPED HI-SPOT
for R30 and 40 PAR LAMPS . . .

Dainty black lace design combined with rugged, precision manufacture.

Can is heavy gauge drawn aluminum.

Plaster ring and Greenfield included.

another ATLITE designed for better lighting

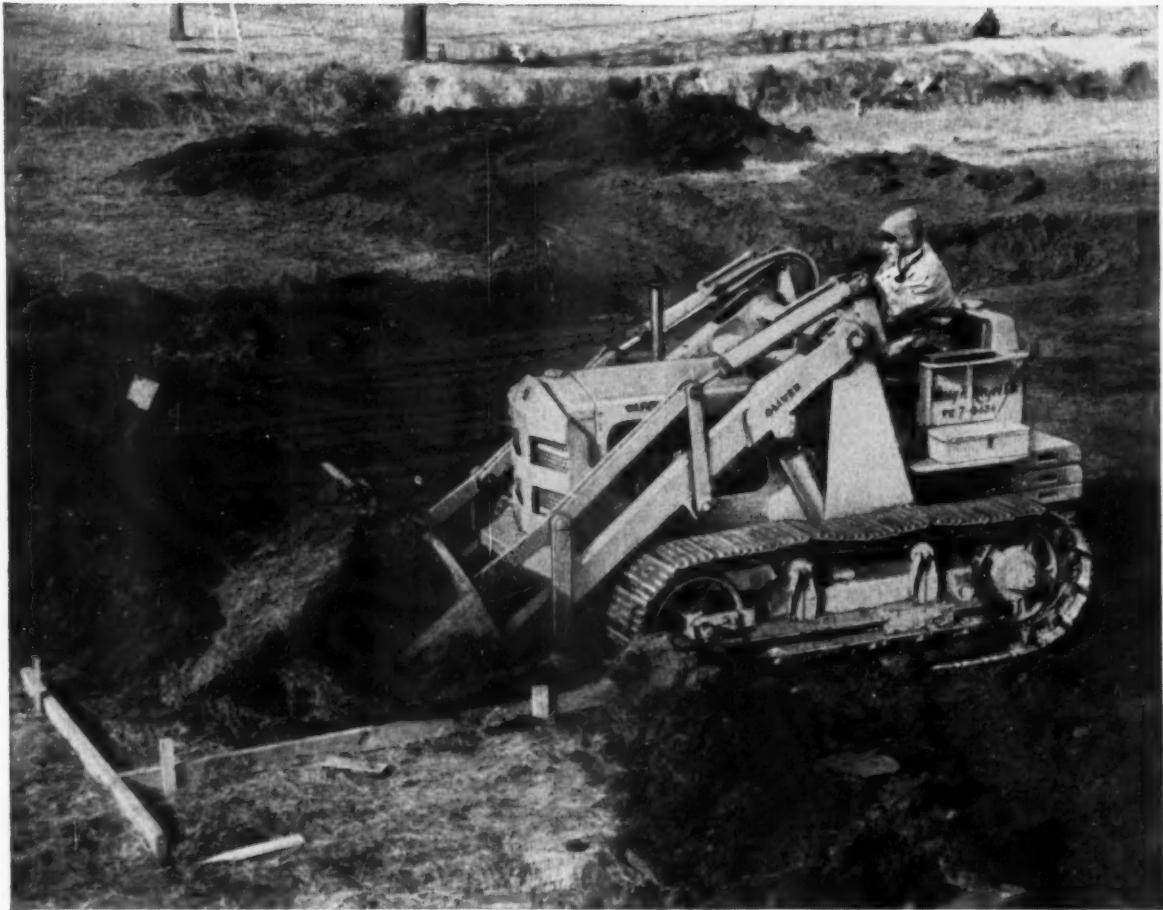
PRE-WIRED ASSEMBLY

Fast, Easy Installation. Reduces inventory. Drive four nails — turn the screws. It's up — without carpentry! Available in six sizes. Carry only what you need.

Order from your jobber — or write for literature and competitive price list.



ATLAS
ELECTRIC PRODUCTS CO.
319 Ten Eyck St., Brooklyn 6, N.Y.



OLIVER OC-12 delivers a basement every 5½ hours!



Full bucket loading is easier with the Oliver OC-12. Wide control range provides a big advantage in bucket rollback, digging depth and dumping height. Long track frame insures exceptional stability.

That's the production record of Harry H. Meyer Co. on this housing project near St. Louis. Digging basements 40' x 26' x 6' deep, the Oliver OC-12, equipped with 1½-yd. loader, averaged 1½ of these excavations per day—only 5½ hours each! That's low-cost dirt moving in anybody's language—and especially for exacting work of this kind.

No wonder the OC-12 is stepping into the picture and stepping out with bigger profits for its owners. Powerful, with 53 drawbar h.p. (either diesel or gasoline), this fast worker has the smooth, responsive control that lets you work more efficiently in close quarters. With heavier construction and many fine new features, the OC-12 is ready to handle your toughest assignments with greater speed and lower costs. Your Oliver dealer has the facts. See him today!

THE **OLIVER** CORPORATION
400 West Madison Street, Chicago 6, Illinois



a complete line of industrial wheel and crawler tractors
and matched allied equipment

NOW...

BUILDERS THROUGHOUT
THE GREAT SOUTHWEST
EARN BIGGER PROFITS
THAN EVER BEFORE!



HERE'S HOW: Home-building plans converted to Customized, Factory-Built, Engineered homes... Constructed of top-quality materials... Direct from FACTORY to YOU...

- Eliminates Middle Man or Dealer Expense
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- Doubles Your Volume Capacity
- Cuts Your Interest Payments
- Eliminates Waste of Materials
- Prevents Delays in Construction
- Avoids Excessive Labor Costs
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Texas Housing Company
9003 Denton Drive
Dallas, Texas

I am a builder interested in making bigger profits. Please have your salesman contact me at no cost or obligation.

NAME _____

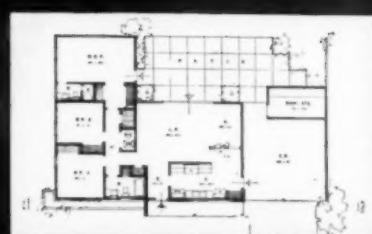
BUSINESS _____

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CITY _____

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YOUR PLANS—OR OUR PLANS— YOU BUILD BETTER, FASTER; INCREASE YOUR EARNINGS!

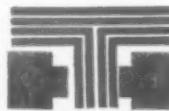
Builders... Architects:
Texas Housing furnishes estimates on your plans and specifications within 72 hours. Write or Wire today!

*Ready for 1956...
and 1965:*

Texas Housing has 162 different basic designs by Milam & Roper of Dallas and Chas. E. Armstrong of Ft. Worth, the Southwest's foremost architect-engineers.

Beautiful three-bedroom homes... air-conditioned, color-conditioned... with years-ahead styling.

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TEXAS HOUSING COMPANY

9003 DENTON DRIVE • DALLAS, TEXAS

For the next 19 pages, forget every fixed idea you've ever had about "prefab versus conventional" building and take a fresh look at the whole subject. Editor Ed Gavin asks 105,709 American Builder readers...

What's "CONVENTIONAL" about home building today?

What we call conventional practice in home building today is the application of those innovations of yesterday that builders have tried and then adopted because they increase quality and cut costs.

Since new ideas, new materials and new techniques are being introduced almost daily in this dynamic light construction industry, "conventional building procedure" is a changing term. Much of what was sound conventional practice ten years ago is too slow and costly today; and much of what is conventional today will be dated ten years hence.

So, the builder who is going to survive in this, the period of most rapid change, must appreciate the changing nature of "conventional," and alter his thinking and operations accordingly.

That brings us to prefabrication, the most startling building development of this era, and its present and potential impact on all that is and has been conventional in distribution and construction practice. There is nothing new about the idea of prefabricating component structural parts for buildings. Some historians cite Biblical references to it. It is known that Hannibal carried prefabricated barracks to Spain when he invaded the Iberian peninsula

in 231 B.C. There have been numerous attempts to establish prefabrication as conventional procedure in this country in the past 75 years, and one firm has been continuously in the business for more than fifty years.

But prefabrication never got off the ground until a long awaited symposium of transportation facilities, new markets, financing, production line machinery and merchandising techniques occurred. Prefabrication got off the ground a score of years ago, and each year since has been making steady and important gains. There is every indication that these gains will continue, and that great as they have been, the prefabricators have hardly started toward the fulfillment of their ultimate function.

There is no need for anyone to fear prefabrication. It is a logical and inevitable development, and one that in its finally refined form, should be a boon to retail lumber dealers, to development and custom builders and most importantly to the public. Prefabrication is here to stay, and as it evolves, may well be the conventional method of tomorrow.

Ed Gavin



BUILDERS PUTTING UP
A PREFABRICATED HOUSE

What's the difference between

Before you can know where you're going in building, you have to know where you are. You may not be a prefab builder-dealer (that is, you may not buy most of the product you sell from one factory), but you use prefabrication at every stage of the building process. Otherwise, you couldn't stay in business today.

The difference between the prefabber and what he calls the "conventional builder" is one of degree; it's not an either-or proposi-

tion, but "how much." Prefab manufacturers themselves don't agree on how much of the final house they should package and how much they should leave for the dealer to add on the site. But whether it comes on a trailer or is picked up locally, more and more of what goes into *any* house is prefabricated to some degree: packaged heating systems (which often include cooling and ductwork), flooring and structural members precut in the local lumber yard, drywall and sheathing



BUILDERS PUTTING UP
A "CONVENTIONAL" HOUSE

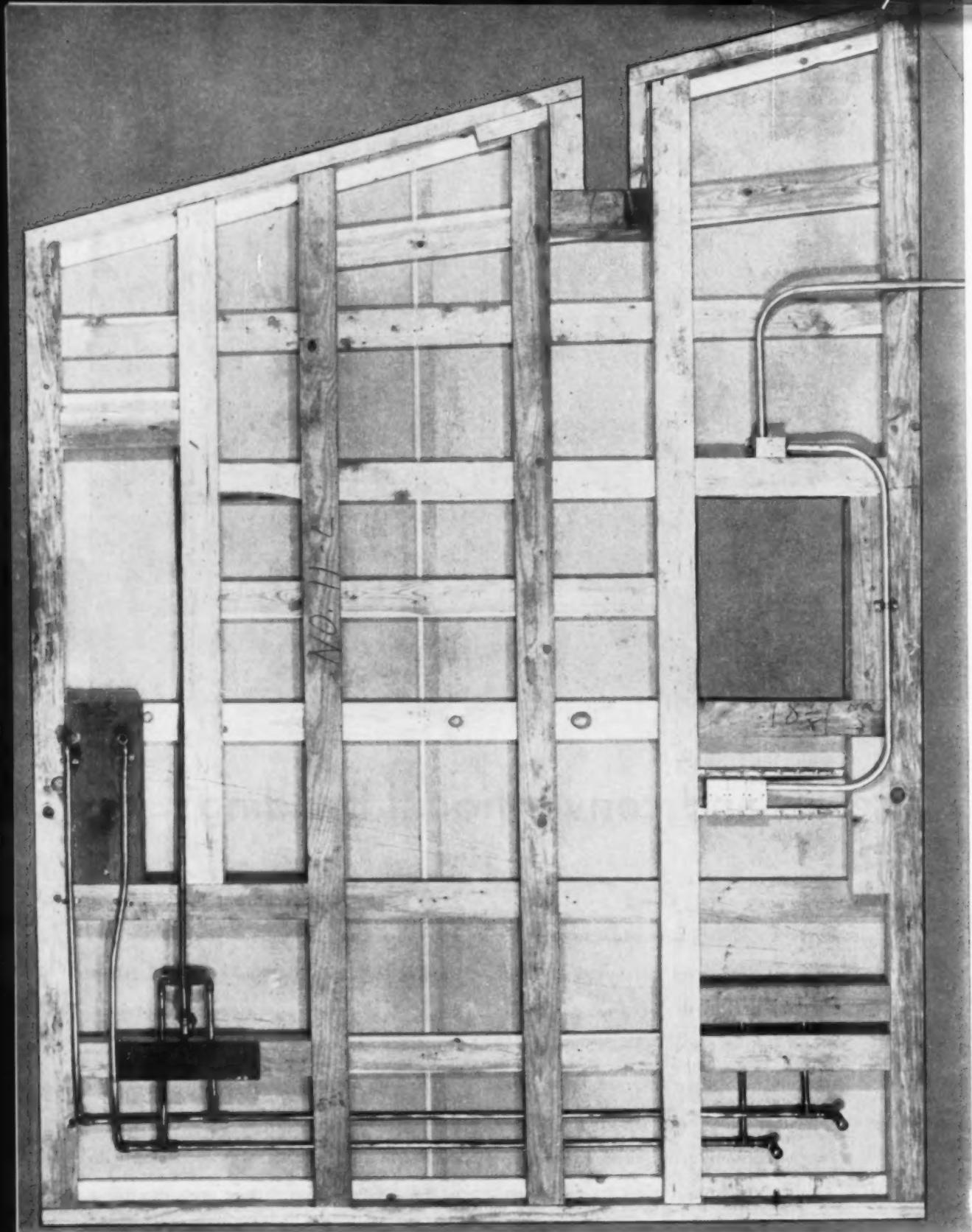
prefab and conventional building?

panels, roofing and siding strips, eave louvers, preholed soffits, window units.

There's another trend narrowing the gap between the prefab dealer and the great majority of builders: the use of components—"parts, not pieces," as the prefab war cry goes. Larger builders have long been prefabricating their own components, either in a workshop or on site. Robert Gerholz of Flint, Mich., whose men are handing up the truss (above), declares, "I'm not a prefabbr, and

I don't like the term conventional; I want to be called an 'up-to-date' builder." Now smaller builders, the "under-twenty" group, can reap the same advantages of a prebuilt truss or wall-and-window panel.

The supplier of components may be a full-scale prefab factory with a sideline for smaller builders; an alert lumber dealer with a Lu-re-co or custom cutting operation; or a special component shop which does custom or catalog prefabbing.

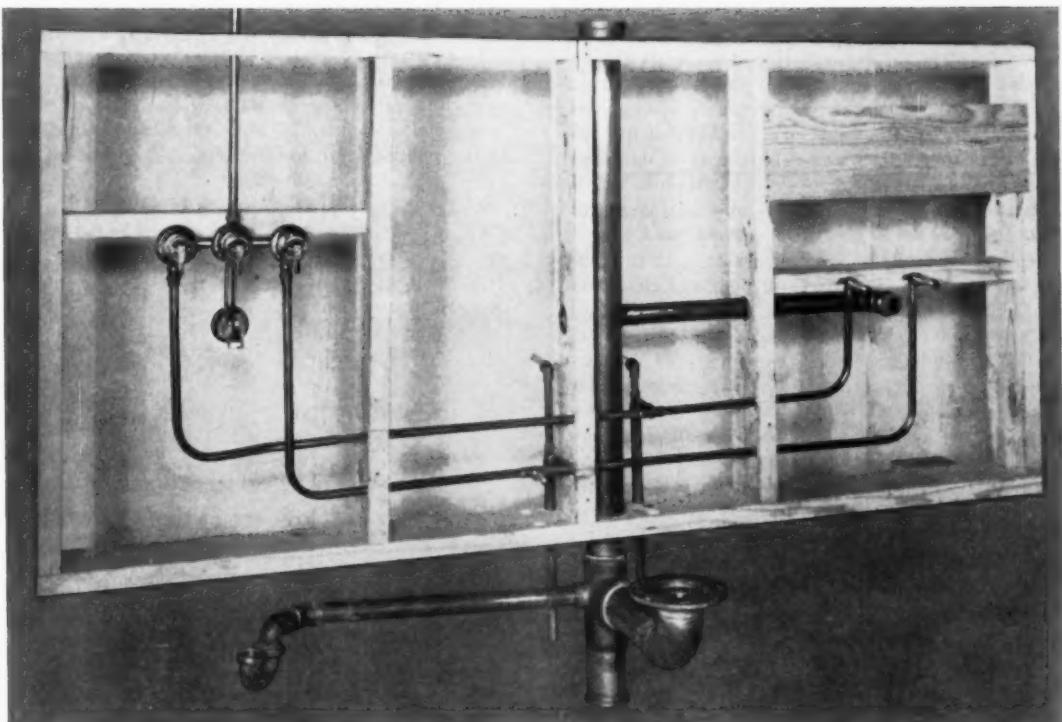


NOT THE BUILT-IN PLUMBING, but the shape of this panel marks it as a component of a prefab house. It shows the

roof pitch and beam slot of a typical Scholz design. Soil stack goes in with foundation, before floor is down.

THIS PANEL IS PART
OF A PREFAB PACKAGE

THIS ONE IS SOLD TO
"CONVENTIONAL" BUILDERS



PREFABRICATED, BUT NOT ONLY FOR PREFABS, this plumbing panel by Apsco, Fort Wayne, Ind., is one of four stand-

ard models designed to suit almost any house. The built-in drainage system fits standard stacks.

Prefab panels are changing "conventional" building methods

The trend toward larger factory-made structural units is helping to break the barrier of local building codes and timid officials: specification rules that call for "2-by-4 studs no matter what" are giving way to performance codes that give more play to new materials and design.

The old rules, however, have been helpful in a way: they have pushed prefabrication into a public acceptance it might not otherwise have achieved so quickly. Forced to meet "standard" requirements and allay suspicion of new-fangled methods, prefabbrs

had to build houses which they could justly describe as "of conventional construction, with unsurpassed materials and workmanship."

While they were doing that, however, they were part of an evolution that was changing the meaning of "conventional" construction. Their basic unit of construction, a wall-size panel, was developing a new kind of flexibility in building. For example: with either a truss or the newer post-and-beam, the weight-bearing outside wall now permits open planning for the interior, free placing of windows and doors and

PREFAB PANELS ARE CHANGING

"CONVENTIONAL" BUILDING (cont.)

a one-day closing-in of the exterior; storage walls, large glass areas and sloped ceilings with exposed beams are other "easy" dividends that builders now find in prefab construction.

The module is still basic in prefab, even though modern practice has far outstripped the early theory of on-site joining of similar-sized panels. Now larger multiples are made up on jigs in highly mechanized factories; indeed, the industry's new symbol has become a trailer that carries components as large as can be handled by two or three men. Modules guide width and placement of windows and wall elements.

But the module is now also serving as a design element for all builders, prefabbrs or not; it is the principal key today to variety in plan and elevation. The Gerholz house pictured on page 71 is one of "several examples we built ranging in price from \$13,950 to \$42,500, in which the same building components were used throughout." A typical prefab report comes from Modular Homes: "Our house, which is made up from a selection of wall panel sections, is extremely flexible and has enabled our dealers to be competitive in the custom-built home field." (See picture on page 70.)

Prefabbrs disagree about where the industry is headed. Some look toward increased centralization: "a more complete package for less money," as R. E. Hunsaker of Inland Homes told American Builder editors. Others, like Dale Byrne of Richmond Homes and Walter Taylor of Colpaert, believe they have hit a happy balance between factory and on-site work. Generally, those prefabbrs who plan no departure from conventional rules expect only a slightly higher degree of packaging—perhaps "some type of ceiling and wall finishes and a better fabrication of inside

walls," with storage wall closets, etc., as Milo F. Conser of Semico reported.

But other prefabbrs have more radical notions. Knox has been working on an improved utility core, and Scholz plans a new model for 1956 with plumbing and electrical conduit in the wall panels, built-up roof sandwiches consisting of plywood, rafters, insulation and drywall, and pre-applied ceramic tile on plywood sheets for bathroom floors and pre-applied plastic wall for bathroom sidewalls.

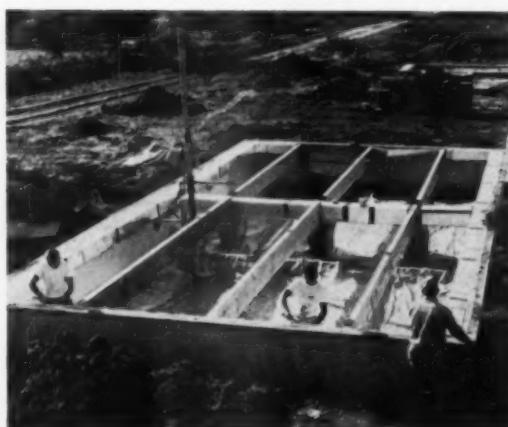
To overcome the finance barrier on such unorthodox construction, Scholz formed their own acceptance corporation, Precision-Built of Baltimore, which offers "a complete and assembled unit except for foundation, finish painting and finish floors," reports that the

Inside the house: prefab

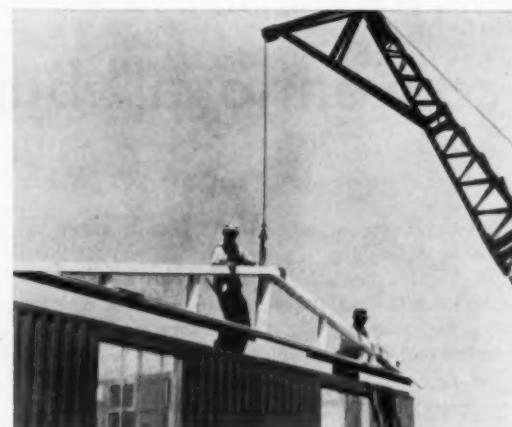


PACKAGES FOR A PACKAGE: All cabinets and closets for Fabricon house in Arlington, Texas, wait in garage until . . .

Outside: prefab methods make it easy for builders



FOUNDATION builds in some Scholz ideas: fiberglass ducts in aluminum foil, pre-set soil stack (see p. 72).



CRANE, standard equipment on H.B.C. trucks, speeds truss placement, permits use of utility core and . . .

reluctance of secondary mortgagees is diminishing.

Experimentation is going on all over the map. In Canada, Glenwal Ltd. of East Calgary reports use of a sandwich of gridwork containing insulation batts, between plywood sheets enclosing an aluminum foil vapor barrier. Semico combined the principles of solid construction and plywood lamination in the tri-lam panel of lower grade and short lumber, inter-laying felt for windproofing. Wiring—generally omitted from the package—is incorporated in panels, where local rules permit, by Precision-Built, General Industries, Ford ("with Underwriters inspection and approval"). Others, like U. S. Steel, equip panels with fish wires; or, like W. G. Best, with conduits and outlet boxes.

SOME OUTDATED IDEAS ON PREFABS

1. "Crackerbox construction": not true; prefabs meet or surpass code and financing requirements.
2. "They all look alike": no longer true; see 1956 catalogs (p. 97) and dealers' custom treatments.
3. "Too cheap": but new lines run from \$6,000 to \$60,000; and luxury models are selling well.

methods build in high style at low cost . . .



. . . open floor is ready to receive them. C. Allen True, Ft. Worth builder, asked \$11,500 for house-and-lot.



STORAGE UNIT incorporates kitchen cabinets, pass-through and snack bar, standard in Home Building Corp. model.

to "open up" the house to sunlight and air . . .



. . . large roof panels, which are positioned by H-bar and steel straps fastened to sections at factory.



INSIDE LOOKING OUT: large glass area brings kitchen-dining area close to patio of Richmond's contemporary Nassau.

HERE'S WHERE PREFAB HOUSE-DESIGN STANDS TODAY:

Research is taking the gamble



SIMPLE BUT VARIED lines, extra half bath make 3-bedroom Brookhaven the top Precision model.



RANCHER by prefab pioneer Ivon Ford breaks roofline at living room entry next to garage.



SIDE FIREPLACE STACK, side-on garage, repeated window give Page & Hill 340 unique design.



BRICK SPARKS UP facade of Modern Homes' Lauderdale. Overhang protects picture window.

A quick glance at the six houses on this spread will tell you that they are built around the same design-idea. It's the "forward look" in popularly priced prefabs for 1955-56. It's a one-level house with a low-pitched roof, attached garage, picture window and three bedrooms. It sells for about \$13,000 and it's as hot as a pistol.

We could have shown you sixty similar models to prove our point: that prefab manufacturers must know a good thing *before* they invest thousands of dollars in putting it on the production line. They must know it as surely as Detroit must know it about automobiles. That's because they research it the same way and spend big money to have it designed right. Then they top it all off by using Detroit's mass production methods to give you top quality at low prices and by adapting Detroit's merchandising methods to help you sell it. Some prefabbrs have even adapted Detroit's "acceptance corporation" idea to help your customers finance it.

Prefabbrs put the same kind of research behind their glossier models, of course. And most prefabbrs prefer to point to glossier models when they talk about design trends. So does Detroit, with its Cadillacs and Continentals and Corvettes.

But American Builder salutes them mostly for basic little models like those shown here. They are bread-and-butter models that please most of the people most of the time. Prefabbrs and builders alike can be proud of them while they're making profits on them.

Interesting sidelight to the design-idea reflected in these six houses: when we asked prefabbrs what kind of house-design they were emphasizing, most said "conventional appearance." Then they sent us photos of houses like these. We say they're being modest.



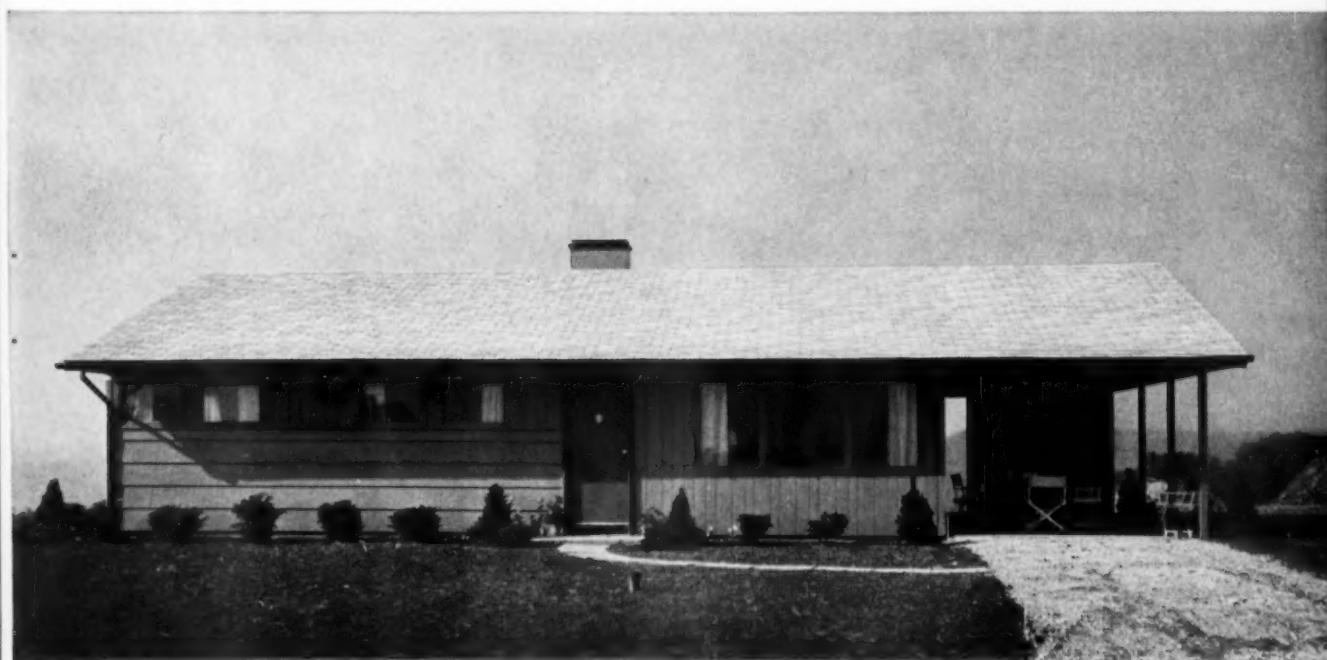
PLAN of Lauderdale shows typical traits of the one-level prefab: entrance at corner of living room, car area with storage and entrance to kitchen, closet sliders, flexible layout.

out of choosing a model



▲ **VERTICAL REDWOOD** balances horizontal window accents and extended roofline in Thyer 25810, one of 31 basic models. Indianapolis house sold at \$12,000 without lot.

CORONADO is most popular of U. S. Steel's 22 models, in 72 elevations. This house was sold by Union Supply Co., Pittsburgh, at \$12,950, with lot and landscaping.



WHERE PREFAB DESIGN STANDS TODAY (continued)

Custom touches are taking away



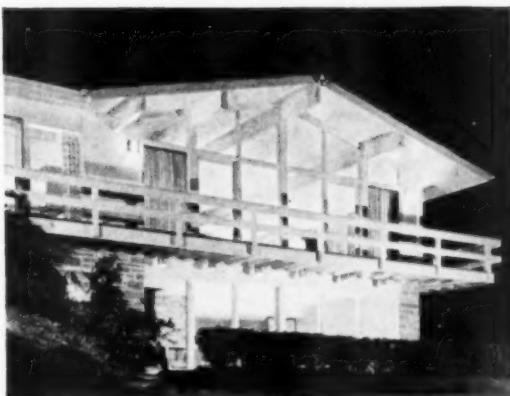
▲ **BRICK**—TRADITIONAL SYMBOL OF QUALITY—IS THE RAGE
A popular option in prefabs today, brick works well with white trim of Harnischfeger "Cody" to give it a new look.

STONE FACING AND ELL PLAN HELP SPELL "CUSTOM BUILT"
Scaled for generous lots, American Houses' "Cumberland" has as de luxe an effect as any fine "conventional" house. ▼

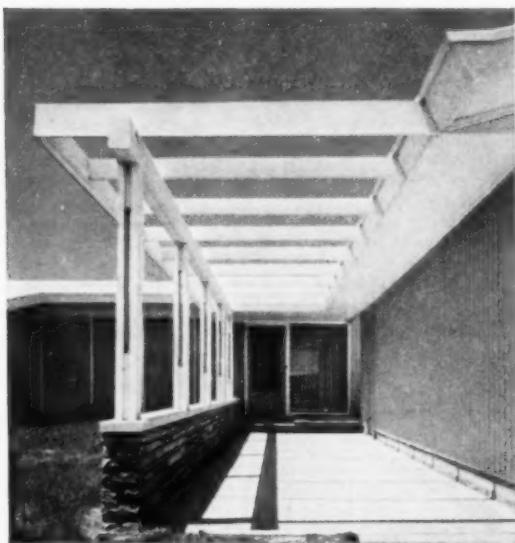


"that prefab look"

There's hardly any visible difference today between prefabs and most "conventional" houses. Many prefabs are higher-styled at competitive prices. Here are the new trends:



YOU GET \$50,000 STYLING IN A \$15,000 HOUSE
"California Contemporary" design with distinctive Scholz open glass end (above) reappears in economy model (right).



ENTRIES AND GARAGES ARE GETTING GLAMOR TREATMENT
The trend toward wood for dramatic touches appears in open trellis on a Wadsworth Inc. modular house, Wichita.



BUILDERS ARE ADDING THEIR OWN CUSTOM IDEAS
Split or two-level plans adapt readily to special requirements, as in this National (see Blueprint House, p. 84).

Show off the room... and Sell the house



...with *Gold Seal*[®]
NAIRON* TILE—
CUSTOM AND OTHER
GOLD SEAL
ON-GRADE FLOORS

Whatever the type of on-grade installation—from volume market to custom home—there's a Gold Seal floor to increase its beauty, its value, its salability.

Nairon Custom plastic tile is $\frac{1}{8}$ " homogenous plastic which carries its colors clear through the full thickness.

Styled with elegance for the custom built home, Nairon Custom adds a sales value that far exceeds its cost. A superior plastic product, it is stain and solvent resistant, amazingly easy to maintain, and resists the heaviest loads and wear.

Gold Seal Nairon Custom "Venetian," "Squin" and "Marble" . . . three distinctive designs with a wide range of colors for today's home builder.

FOR HOME OR BUSINESS:

INLAID BY THE YARD—Linoleum • Nairon[®] Standard • Nairontop[®]
 RESILIENT TILES—Rubber • Cork • Nairon Custom • Nairon Standard
 Vinylbest • Linoleum • Ranchtile[®] • Linoleum • Asphalt
 ENAMEL SURFACE FLOOR AND WALL COVERINGS—
 Congoleum[®] and Congowall[®]
 RUGS AND BROADLOOM—LoomWeve[®]



©1956 CONGOLEUM-NAIRN Inc., Kearny, N. J.

OTHER GOLD SEAL ON-GRADE FLOORS . . .

NAIRON STANDARD—Good in every room in the house . . . very resistant to grease, cleaners, alkalies, bleaches. Easy to keep clean. Available in 9" x 9" tile, 34 patterns.

RANCHTILE[®]—Exclusive, resilient, highly soil-resistant. Designed for use over floors, with or without radiant heat. Beautiful in living, den, or bedroom areas. 9" x 9" tile in standard gauge, 15 patterns.

VINYLBEST—The all-purpose tile . . . moisture-resistant, as acid and alkali-resistant as true vinyl. Ideal for kitchens because of its stain and grease resistance. 9" x 9" tile, $\frac{1}{8}$ " and $\frac{3}{16}$ " gauge, 19 patterns.

CORK TILE—Adds quiet dignity and comfort underfoot to a living, den or bedroom area. A natural insulator. Unsurpassed in resistance to soiling in the cork tile field. $\frac{1}{8}$ " and $\frac{3}{16}$ " gauge. Sizes: 9" x 9", 6" x 12", 12" x 12", light or random.

ASPHALT TILE—Cuts initial costs. Unusual resistance to moisture and alkalies. 9" x 9" tiles, $\frac{1}{8}$ " and $\frac{3}{16}$ " gauges. 41 patterns.

RUBBER TILE—Luxurious-looking, exceptionally resilient . . . quiet and comfortable underfoot. Available in 9" x 9" tiles. $\frac{1}{8}$ " and standard gauge. 21 patterns.

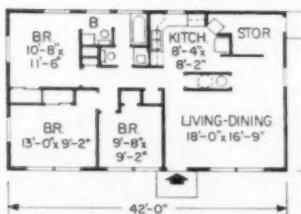
FOR THE LOOK THAT'S YEARS AHEAD



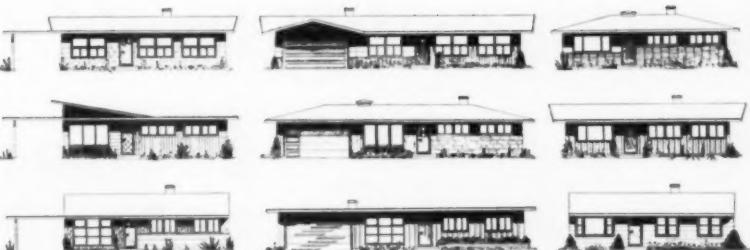
Gold Seal[®]
 FLOORS AND WALLS

*Trademark

THE COOKIE-CUTTER LOOK IS DISAPPEARING



MASTER PLAN of W.G. Best Freestyle design shows typical prefab room setup, fresh kitchen-storage ideas.



NINE ELEVATIONS for one plan illustrate Best merchandising device: the Silent Architect, which permits buyer

to make own combinations of roof, window and siding. Catalog boasts unlimited variety on 174 plans, 10 models.

IN SUBDIVISIONS:

Prefabs give each lady what she wants



TRADITIONAL Cape Cod is a Hodgson trademark since 1892; recent display custom house for GE is modern style.



ADMIRAL transitional model was sold by Stratford Co. in Canton, O., with brick veneer for \$15,900, without lot.



MODERN SYMBOL is the glass end of the Westway model, seen from increasingly popular fenced-in patio.

ON INDIVIDUAL LOTS:

Prefabs are styled from A to Z

Prefab promotion must appeal to two audiences: the buying public and the prospective builder-dealer. Both must be convinced that prefabs offer at least as good selling magic as "conventional" houses.

As we have seen, prefab construction permits a long count of attractive variations on a few designs. Most manufacturers offer at least a dozen basic sizes, each one easily modified as to facade and roofline. (General Industries' single Scotsman plan has 48 elevations.)

"There's nothing wrong with the prefab industry that a few more builder-dealers won't cure" was the by-word of the highly optimistic PHMI convention last November. So far most appeals for dealers stress conventional appearance and quicker profits: quicker capital turnover, less time lost for weather, less skilled labor needed, financial and advertising support. Others, in line with growing acceptance of prefabs as a result of performance and national advertising,

stress quality: "not that they can save money by fabrication, but that they can make money with a good merchandising program incorporating a house accepted design-wise and a proven seller" (Scholz).

Most manufacturers seek builder-dealers within a 500-mile shipping radius of the plant; some prefer to work within a more limited area where they are familiar with codes, officials and popular tastes. Expansion in territory covered will mean not longer trailer trips but a branch plant. Some prefab designers do not manufacture directly but set up franchise deals, as Cliff May does with builders. Carl Koch receives orders from Techbuilt dealers and relays them to local independently owned factories. Although one prefabbr is proud that his outstanding dealer was a butcher five years ago, most manufacturers look for recruits among established leaders in the building industry, especially since higher-priced and custom prefabs are gaining in importance.

WHAT'S AHEAD IN PREFABBING: HERE ARE SOME OF THE MAJOR

You ask the questions . . .

Q What happens to local procurement of prefab building materials?

A Lumber dealers come into the picture not only with Lu-re-co plans and panels but also with builder-prefabbers like P. William Nathan of South Norwalk, Conn., who buys locally to insure service. He prefabs his own developments, such as the Five Mile River Hills (\$18,000 unit, right), and also sells components to other builders.



Q How about prefab opportunities in the commercial building field?

A There is plenty of "commercial" prefab construction ahead. Motels with multiple-unit plans are natural extensions of prefab design, as shown by the Sunset Motel, Escanaba, Mich. It was built by Semico dealer William Burton, with 17 units, lobby and living quarters. Shopping centers, schools and churches are other prefab targets.

Q Do prefabbrs have an advantage in buying furniture and equipment?

A Every item in this room is sold on the open market. The room is in a Precision-Built model, but the Vega "prefabricated" fireplace and the folding doors are widely advertised products, and the pass-through desk and cabinet can be easily duplicated. Not only such specialties but structural components also can be purchased.



Q What has been the reaction to prefabricated churches?

A Congregations welcome the opportunity to offer their labor in putting up their own churches. Here is one of several made by U. S. Steel Homes for Mormon congregations in Texas and Kansas. A newer model was planned for the NAHB convention; designed by William M. Cooley, it is one of 15 new churches in the \$15,000-\$35,000 range.

PROBLEMS AND SOME OF THE BIGGEST OPPORTUNITIES

... American Builder answers them



◀ Q What's happened to the small shell, the kind of house first fabricated?

A Several prefabbrs are returning to (or never left) the "second house" market. This "vacation cottage" by Techbuilt has its bigger brother's capacity for expansion and can be winterized as a sports cottage. It is also merchandised as a do-it-yourself project, costs as little as \$1,250, FOB.

◀ Q How are prefabs selling in the upper-price ranges? ➤

A Manufacturers are going into the luxury field. James Price's reports list prominent men who live in Nationals. The Pease Homes' "Broadwood," shown here, is claimed to be the largest factory built home ever offered. It has a living room 19'8" by 24', a 2496 sq. ft. interior and can be made in X, T, or H shapes.



◀ Q What help do builder-dealers get from prefab manufacturers?

A Besides elaborate brochures such as the one shown, manufacturers contribute national or regional institutional advertising, as well as co-operative ads with the local dealer: 50% of cost up to 1½% on purchase value is a common formula. See catalog list of prefab manufacturers, beginning on p. 97.

◀ Q What is the new look in prefab design? ➤

A This Imperial model by Texas Housing Co., kin to the house that won American Builder's Best Model House contest, sums up the new look: low-pitch white chip roof over carport or garage, large glass area, fenced-in patio. Similar features are in models by Style-Rite, Virginia Lee, Precision, R. H. Best, Metropolitan, Farwest.





All photos: Robert C. Lautman

PREFAB VERSUS "CONVENTIONAL" BUILDING:

You can have your cake



BLUEPRINT HOUSE

BUILDER:
Annandale Development, Inc.
Annandale, Va.

SQUARE FOOT AREAS.

Upper level of house, full area	1056
Lower level, finished area	578
Lower level, unfinished (1/2 area)	120
Carport, 1/4 area	110
Total square foot area	1864
Cost per square foot	\$10.38

For computation purposes, lower level and carport are fractional so that their cost per square foot will be in direct ratio with that of the house.

This house successfully marries the best that exists today in prefabricating and "conventional" building.

Prefabbing gives it a basic high quality in construction and design that couldn't otherwise be had for \$22,950, including land.

Conventional building methods give it compelling custom-touches that develop the prefab package even further as an unbeatable buy.

The house is one of 22 in Annandale, Va., just outside Washington, D. C. Its location is a significant fact in this whole story of how prefab and conventional building techniques were blended so perfectly: the builders wanted to attract medium-to-high ranking military personnel. That meant a quality house, near-to-glamorous living and a medium-price. They decided that prefab would be their cost-saver, "conventional" building their glamorizer. As



FRONT AND SIDE elevations of National Homes' Hollybrook model, by architect Charles Goodman, were left "as is" by builders of this part-prefab, part-custom built house. Photo directly above shows lower level that was added to package and built "conventionally."

and eat it, too



DISTINCTIVE CARPORT-AND-TERRACE entry to the Hollybrook model was left "as is"; but inside the house, a basic change was made (see below) to meet demands of local taste: entertainment area was formalized.

IN NATIONAL HOMES' PLAN, you enter into a kitchen-family room. These builders changed it; you enter into a dining foyer that separates kitchen (beyond) and living room (foreground). Local buyers prefer separate dining area.

... HAVE YOUR CAKE AND EAT IT, TOO (continued)

authorized builder-dealers of National Homes, Paul L. Burman and Robert H. Anderson selected National's Hollybrook as their model. It gave them the basic package they needed to fill the requirements of what would be their "customized" Annanbrook:

• Contemporary use of space on main level.

National's plan called for a living room and a combined kitchen-and-family room at the front of the house, three bedrooms and one-and-one-half baths at the rear. The new Annanbrook retained everything but the kitchen-family room. This space became a separate dining room and kitchen, with the dining room located between the kitchen and living room. The builders knew that their prospective customers were conservative enough not to want to walk from the living room through the kitchen to reach the eating area.

• Addition of a lower-level "activities" area.

National's Hollybrook model is a two-level plan, with its stairway located between the kitchen and what became the Annanbrook's dining room. The builders designed their own plan for the lower level: recreation room, another bedroom, another full bath, plenty of storage space, plenty of space for furnace and laundry. They gave the recreation room easy ac-

cess to the back yard and they ran windows for practically the full 44'-6" length of the house. In adding their own custom touches, they were careful not only to meet but to exceed VA and FHA requirements on grading, light, ventilation and the like.

• Individual siting of each house to its lot.

Builders Burman and Anderson knew that their prospective buyers would not even stop to park their cars at a cookie-cutter development. Each house had to possess an individuality of its own. National's Hollybrook fit the bill beautifully. By turning it this way and that, being dictated by the great trees that their site planners left standing, the Hollybrook never looked quite the same way twice. Site planners S. E. Sanders and C. H. Turrell & Associates further individualized the houses by giving each lot a carefully worked out landscaped plan. (Further details on the Annanbrook's landscape plan will appear in an early-summer issue of American Builder.)

• Dazzling backdrop for a superb model home.

The Annanbrook's builders knew how they wanted to merchandise their 22 houses: they wanted a rapid turnover on their investment, but they wanted satisfied customers who would become word-of-mouth advertisements for future work in the An-

3 rules for customizing prefabs . . .



2 KNOW WHEN AND WHERE TO ADD "CONVENTIONAL" TOUCHES: bedroom, above, is part of lower-level addition



that also includes this full bathroom. Bedroom, bath and ample storage space, combined with recreation room . . .



1 KNOW WHEN TO LEAVE WELL ENOUGH ALONE: builders Burman and Anderson did not alter distinctive living room

of National Homes' Hollybrook model. Fireplace wall of old brick was emphasized by white-painted walls and ceiling.



... shown here, make the added lower-level a compact apartment for guests. Door at left leads to back yard.



3 KNOW YOUR CUSTOMERS' LIVING HABITS: kitchen in this customized prefab was moved away from main traffic-flow.

... HAVE YOUR CAKE AND EAT IT, TOO



◀ **MASTER BEDROOM** of National Homes' Hollybrook model was not given any of the custom-builder touches that went into lower level. Builders Burman and Anderson merely emphasized quality of prefab room with quality furnishings.

tional's Hollybrook, customized into their Annanbrook model, would deliver the quality that their advertisements promised. The plan continued with signs scattered throughout the countryside: "Trees, trees, trees . . . come to Annanbrook"; they knew that the house was perfectly suited to their luxurious site and their expensive landscape deal. The plan was climaxed by a carefully laid-out "tour" of the house: you started at the front door and were guided, by taped passageways, through view after view of excellently planned and furnished rooms; you finished your tour at the back door of the lower level recreation room and were then guided past talking-signs into the sales tent. No salesman accompanied you; the house sold itself. Builders Burman and Anderson knew that their National package—plus what they would do on the lower level themselves—lent itself ideally to the restrained kind of sell that their prospects would insist on.

Result: in one week, 2000 visitors, 22 houses sold, back-orders on future projects.

Brand name products used

Griswold range and oven	Oxford kitchen cabinets
U. S. Plywood Texture 1-11	James disposer
Pryne kitchen exhaust	Topcraft vanitaire
Glendura wallpaper	G.M. Ketcham shower
Kentile vinyl flooring	Hunter attic fan
	Frigidaire dishwasher and refrigerator

For complete one-quarter inch working plans of this house, write American Builder Home Plans Service, 30 Church St., New York 7, N. Y.



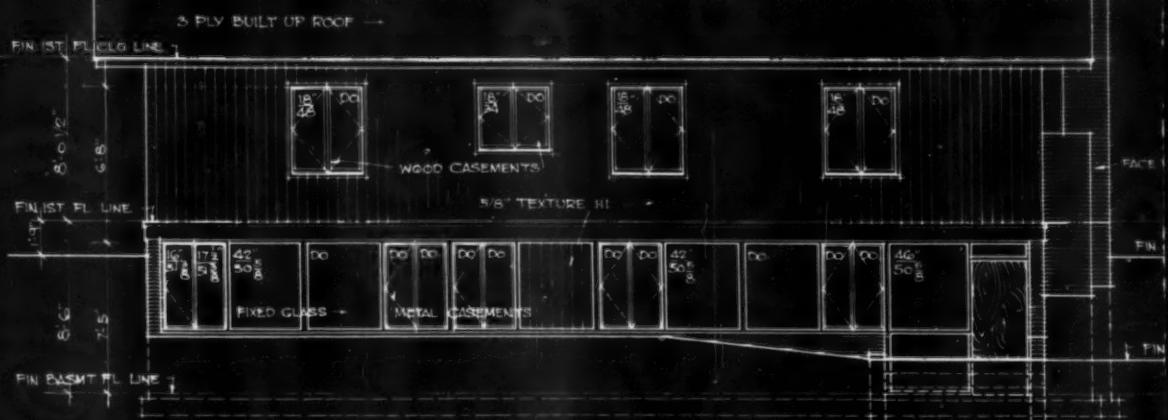
nandale, Va., area. That meant a house that would be a "traffic-stopper" not only on the outside but on the inside as well. It had to lend itself easily to the kind of contemporary furnishings that builders Burman and Anderson knew their customers would want to buy. Also, it had to be "finished"; it had to be a "don't do it yourself house." As builder Robert Anderson explains: "Our prospects were not remotely interested in finishing a basement or putting up extra shelves in the kitchen."

National Homes' Hollybrook satisfied the builders on both counts: Charles Goodman's open planning, use of brick (as on the fireplace wall of the living room), ample bedrooms, easy traffic-flow, use of textured wood, deep windows, glass doors, elegant hardware and ample storage space were perfect for the furnishings that Burman and Anderson located at Washington's contemporary Decor Associates.

Proof of the pudding: their furnished model was one of the first to sell, completely "as is." Many more buyers were disappointed not to have gotten there first. Several have already shown an interest in reproducing in their own homes much of what they saw in the model Annanbrook.

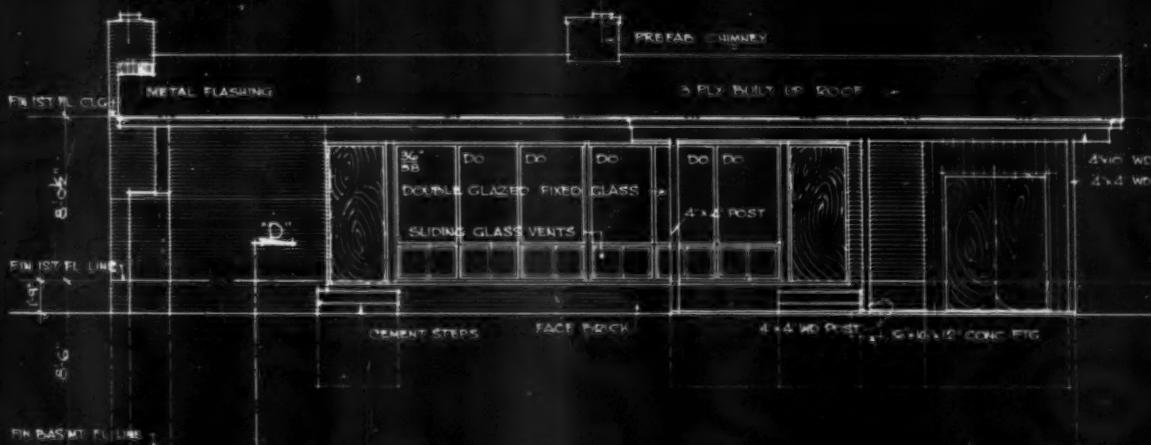
• **Good bet for merchandising houses fast.** The builders had a merchandising plan that, coupled with a good "model," would get them through their selling-chore fast. The plan began with one-minute spot announcements on Washington's "quality" radio station and a "quiet" advertisement in one of Washington's newspapers; they knew that Na-

CHILD'S BEDROOM received just one custom-touch above and beyond what was supplied in National's package: a perforated hardboard wall, shown here, that not only keeps toys in place but makes them decorative as well.



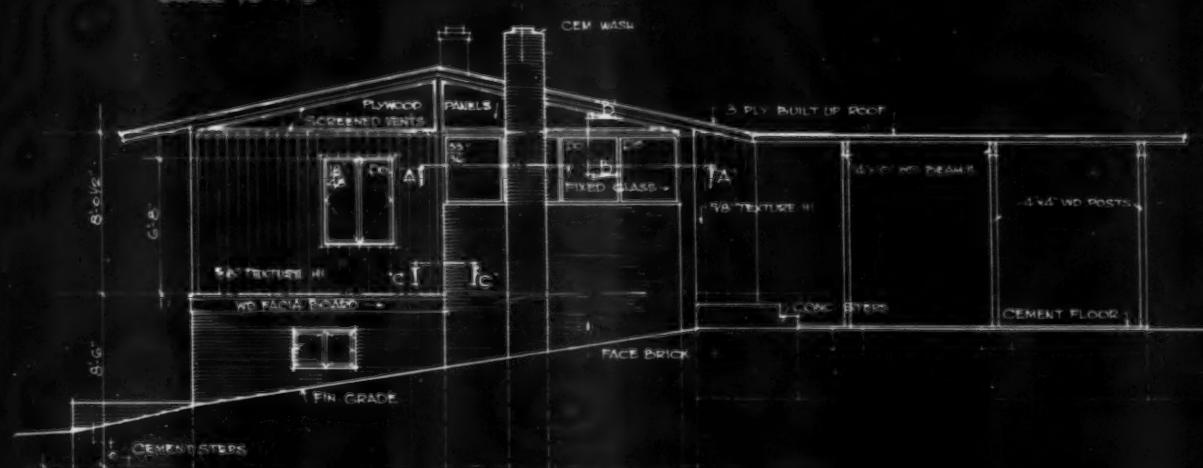
REAR ELEVATION

SCALE VB = 1:0"



FRONT ELEVATION

SCALE VERS 1.0



LEFTSIDE ELEVATION

SCALY VEGETATION



FIRST FLOOR PLAN
SCALE 1/8"=1'-0"



COVERED
PORCH

1/4 WD POST

OAK ROCK

GVA WD BEAM

10'-4"

20'-0"

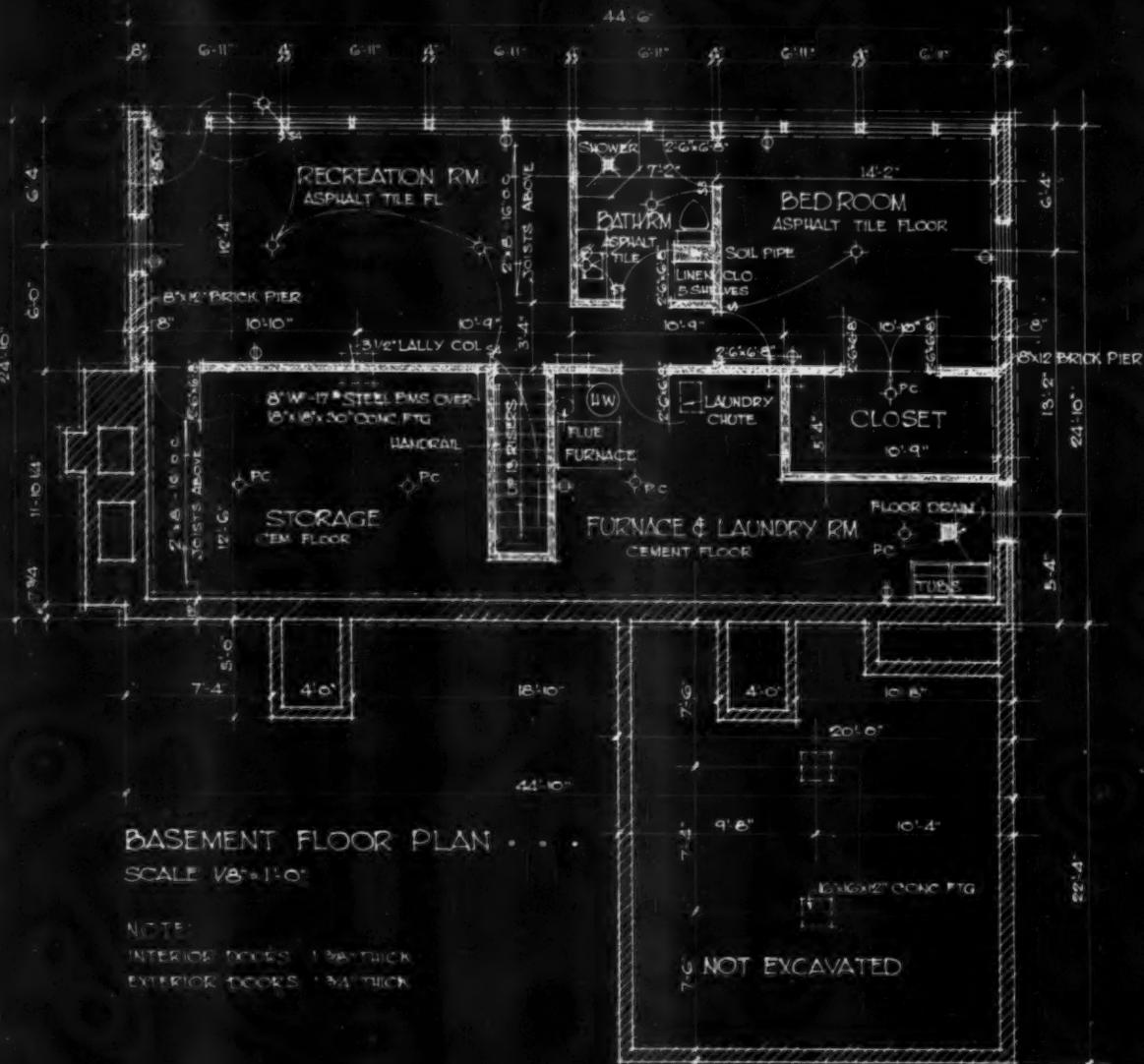
4'-8" WD BEAM

TOP OF MASONRY

BRICK VENEER

PLAN A
SCALE

FIREPLACE SECTION
SCALE 1/8"=1'-0"



BASEMENT FLOOR PLAN . . .
SCALE 1/8" = 1'-0"

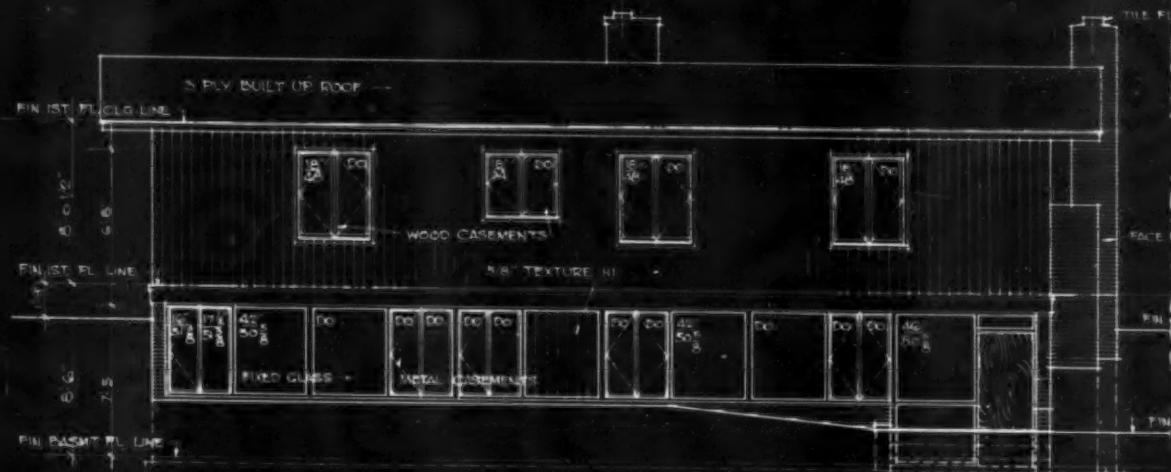
OF MASONRY
A
FIXED GLASS

AN ABOVE FIREPLACE

DESIGN NO. A.B. 228

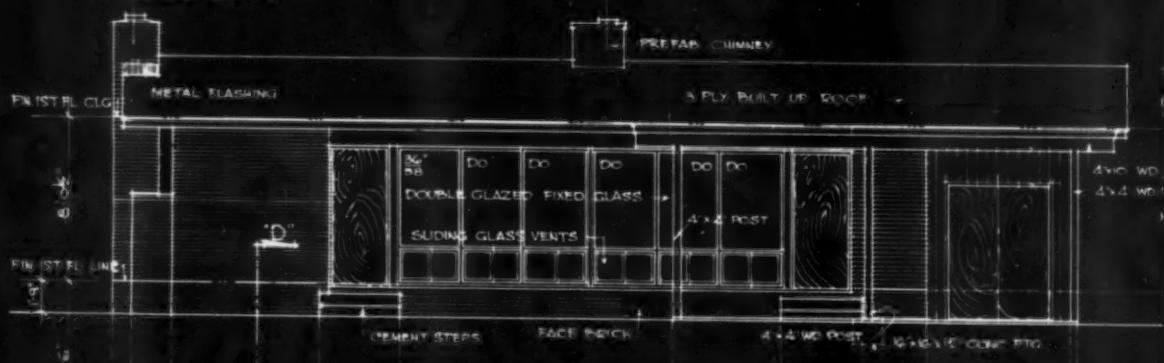
AMERICAN BUILDER BLUEPRINT SERIES
BUILT BY
ANNANWOOD DEVELOPMENT, INC.
ANNANDALE, VIRGINIA

Simmons Boardman Ruble Corp. 30 Church St. New York 7, N.Y.



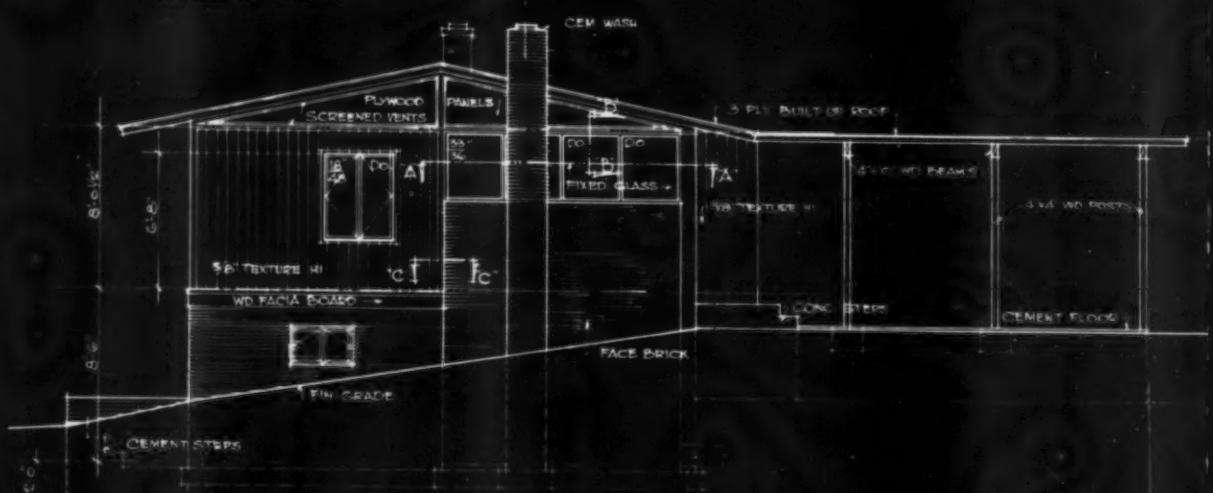
REAR ELEVATION . . .

SCALE VB = 1.0



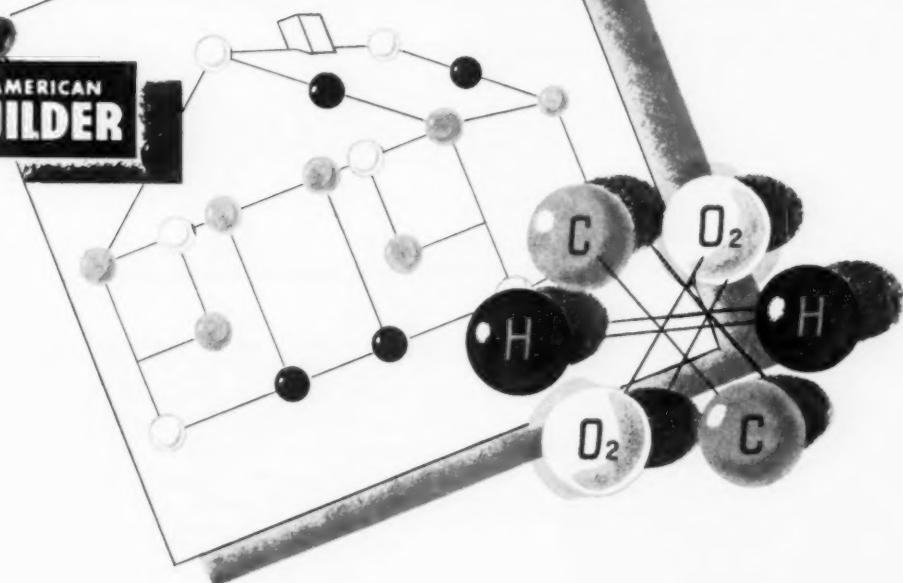
FRONT ELEVATION . . .

SCALE V8-10



LEFTSIDE ELEVATION

SCALE 1:8 - 0



PROGRESS REPORT ON PLASTICS:

You're in the middle of a quiet revolution

YOU'RE SPENDING A LOT OF MONEY ON PLASTICS.

If you're the average builder, you put from a hundred to a thousand dollars worth of plastics into every house you build. The building industry as a whole is using a lot of plastics, too; about half a billion dollars worth a year.

TEN YEARS AGO, PRACTICALLY NO PLASTICS WERE USED IN HOUSE CONSTRUCTION.

This is what makes the relatively modest use of plastics at present significant. It's obviously only the beginning. Without appreciable fanfare, the housing industry has slipped into the opening phases of a plastics revolution.

UP TO NOW IT'S BEEN THE HOME BUYER WHO HAS SPARKED THE PLASTICS BOOM.

He's been sold on the durability and good looks of plastic products, has convinced himself they're well worth the extra cost. In other words, plastics aren't coming in as cheap substitutes, they're riding on their own merits.

HOW DOES THE BUILDER HIMSELF FIT INTO THE PLASTICS PICTURE?

Will he use the new plastic products under the skin of the house? Yes, with two qualifications: the new material must prove itself dependable, and it must save the builder money. There are a few plastics in this category; they must be the beginning of a "builders' phase" in the use of plastics in building.

IS THE "ALL PLASTIC" HOUSE JUST AROUND THE CORNER?

Probably not. Most plastics are still more expensive than the materials they would have to replace, and some have characteristics undesirable in building. But the picture could change overnight, and if the material for a certain job doesn't exist today, it could be invented tomorrow. It's been a rapid revolution. Here's how it's gone so far, and how it may go in the near future.

Plastics: the past

THESE PLASTICS ARE OLD FRIENDS

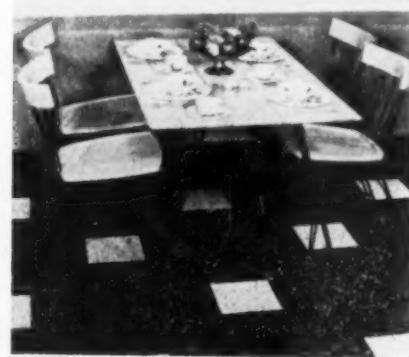


PHENOL AND UREA—THEY STICK TOGETHER

One of the earliest and biggest users of plastics has been the plywood industry. Through the use of waterproof synthetic resin adhesives, it has been able to market a product that is extremely strong, stable, and capable of standing up under extreme conditions of moisture and temperature without delaminating.

VINYL—JACK OF ALL TRADES

Vinyl is one of the materials chiefly responsible for the recent boom in plastics. As a flooring material, used in its pure form, laminated to other materials, or combined with asbestos, it has proven to be a tough, easily cleaned and attractive material. It is also excellent for wall coverings, folding door coverings, etc.



MELAMINE—TOPS FOR EVERYTHING

Probably the most spectacular success has been that scored by the melamine-surfaced laminates. Despite its high cost, the virtual indestructibility of this material has made it the quality standard for kitchen and bathroom counter tops. Probable big application for the future: an extremely hard wall covering.



POLYSTYRENE—THE WALLS HAVE IT

Polystyrene wall tile for bathrooms and kitchens is another plastic product that has skyrocketed in popularity. While its lightness, toughness and ease of installation have made the do-it-yourself market its biggest outlet, polystyrene is being used more and more by builders who want low cost wall tile.



..... and present

THESE PLASTICS ARE FAST BECOMING STANDARD



POLYETHYLENE SHEET—WATERPROOF COVERALL

Polyethylene sheet has established itself as one of the fastest growing plastic products for the builder. It is used chiefly as a low cost water and vapor barrier. While it is also used to protect materials outdoors, deterioration under sunlight makes its life relatively short. A new black colored film improves this condition.



METHYL METHACRYLATE—LIGHT BUBBLES

While high cost and an easily scratched surface limit the use of this acrylic as a glass substitute, at least for the present, in such applications as domed skylights its high strength, low heat transmission, and the ease with which it can be molded into complex shapes makes it the ideal material.



EXTRUDED POLYETHYLENE TUBING—FLEXIBLE

In underground installations, where it is protected from sunlight, and where it is subjected to relatively low temperatures and pressures, polyethylene has made a permanent place for itself. It is most widely used where its resistance to soil corrosion can be utilized, such as for jet well pipe, or irrigation supply pipe.



REINFORCED POLYESTERS AND ACRYLICS—COLORFUL

Corrugated panels of acrylic or polyester, reinforced with glass fiber, are being used inside and outside where both strength and decorativeness are required. The material can be either transparent or translucent, and made in any color. The material is also widely used as shower or bath stall doors.

Plastics: the future

HERE'S HOW YOU MAY BE USING PLASTICS IN THE FUTURE



THREE-IN-ONE CORE PANELS

Polystyrene foam has been used experimentally as an insulating and structural core for side walls. The future may well see modular panel sandwiches with perhaps plywood siding, a four inch polystyrene foam filler acting as insulation, vapor barrier and stud wall, and an interior finish of plaster, drywall, or plastic.



LOW COST DOMESTIC WATER PIPE

New polyethylene formulas have produced tubing that can withstand the highest temperatures and pressures encountered in household water and heating systems. This material still must undergo tests for longevity, water hammer pressures, etc.; if it passes, plumbing costs may take a spectacular nosedive.



ONE PIECE ROOF COVERING

A plastic roofing material that could be made in rolls sixteen feet wide or more should cut roofing labor costs drastically. If that same material were to cost under ten cents a foot, the whole roofing process could be made much cheaper. If polyethylene sheet could be made impervious to sunlight, it might work.



MODULAR BATHROOM UNITS

Bathroom fixtures of reinforced polyester would be strong, light, and might eventually be cheaper than present fixtures. Most interesting possibility: modular units incorporating both the fixtures and the walls in one piece. Massachusetts Institute of Technology has worked on the idea, made up scale models.

Prefab catalogs: yours for the asking

Although many prefab manufacturers plan to expand their distribution-areas in the near future, the majority will remain localized. American Builder will supply names of manufacturers in your area on request.

Address: Research Department, American Builder, 30 Church Street, New York 7, N. Y.

• CALIFORNIA

MODULAR HOMES—Floor-to-ceiling windows accentuate the spacious, outdoors theme of these homes. Seven 1-story models, prefabricated in Northern California, are shown in the brochure. California Modular Homes Inc., Dept. AB, 3808 22nd St., East Del Paso Heights, Sacramento County, Calif.

Circle No. 2001 on Reply Card, p. 216

CLIFF MAY HOMES—Information on a variety of models with 2 to 4 bedrooms. Plants in Western states, Minneapolis, Louisville, and Lancaster, Pa. Cliff May Homes, Dept. AB, Attn. Arthur Bohnen, 13151 Sunset Blvd., Los Angeles, Calif.

Circle No. 2002 on Reply Card, p. 216

FACTORY FINISHED—Mobilhome on the West Coast offers real mass-production with its models completely assembled in the factory and moved to the site ready for occupancy. Catalog gives 12 models with floor plans; choice of 1 to 3 bedrooms, also duplex homes. Mobilhome Corp. of America, Dept. AB, P.O. Box 3306, Bakersfield, Calif.

Circle No. 2003 on Reply Card, p. 216

"THE BEST WAY TO LIVE"—Westway Homes offers a new pamphlet describing 5 Westway homes. Company sells 6 basic models from \$5,700-\$13,500 in Farwest and Pacific states. Westway Homes, Inc., Dept. AB, 3430 State St., Santa Barbara, Calif.

Circle No. 2004 on Reply Card, p. 216

• CONNECTICUT

FROM NEW ENGLAND—Fabricators, Inc. presents 8 basic models with 3 to 4 bedrooms and a range of 950 to 1,500 square feet. Designed and prefabricated for flexibility, houses range from \$24,000 to \$30,000. Information from Paul Levine, Fabricators, Inc., Dept. AB, 132 Water St., So., Norwalk, Conn.

Circle No. 2005 on Reply Card, p. 216

• FLORIDA

FOR FLORIDA MARKET—A 76-page catalog in 4 colors presents Florida Builders' 16 basic models, mainly ranch and contemporary styles with a variety of floor plans and elevations. Prices from \$7,000 to \$12,000 with new "retirement" home planned for \$6,000 on owners' lots. Write Martin V. Ahl, Florida Builders Inc., Dept. AB, 700 43rd St. South, St. Petersburg, Fla.

Circle No. 2006 on Reply Card, p. 216

• GEORGIA

FOR THE SOUTHEAST—Information sheets on 5 new 1956 Knox models complete with sketches and floor plans. An 8-page catalog explains the company's program for builders. Homes in 3 sizes from \$8,500 to \$17,000, marketed in Southeastern states. Knox Corp., Dept. AB, Thomson, Ga.

Circle No. 2007 on Reply Card, p. 216

• IOWA

LUXURY LIVING at budget prices described by "Kozy" in a 4-page pamphlet. Savings up to 30% on building costs among features. Marketed in Midwest, Wyoming and Nebraska. Kozy Mfg. Co., Attn. Tom J. Godwin, Dept. AB, Exira, Iowa.

Circle No. 2008 on Reply Card, p. 216

• ILLINOIS

W. G. BEST HOMES—Catalog on 10 basic models in ranch, contemporary and modern styles ranging from \$6,000-\$40,000. Marketed in Middle West, Arkansas and Oklahoma. Information from W. G. Best, Dept. AB, Route 45 S., Effingham, Ill.

Circle No. 2009 on Reply Card, p. 216

HOME-WAY HOUSING is the name of a folder that gives plans and specifications for a wide variety of homes using one basic plan. Priced from \$6,500-\$25,000 for Midwest market.

The catalogs of more than 70 prefabbricators are listed in this issue. For more information, circle desired items on Readers' Reply Card, page 216.

GBH-Way Homes, Inc., Dept. AB, Walnut, Ill.

Circle No. 2010 on Reply Card, p. 216

WESTERN STYLING IN ILL.—"Tilton-Built" homes are presented in 22 different models, complete with floor plan sketches in their current catalog. Tilton Homes Corp., Dept. AB, Rochelle, Ill.

Circle No. 2011 on Reply Card, p. 216

• INDIANA

ALLEN BUILDER'S MANUAL—Full information packet with 3 popular designs, floor plans, photo and basic package details in company's "building for profit" plan. Dealers located within 200 miles of Fort Wayne, Ind. Allen Industries Inc., Attn. Ralph Eaton, Dept. AB, Baer Field, Fort Wayne, Ind.

Circle No. 2012 on Reply Card, p. 216

EXPANDABLE MODEL—Seven models, including a 1½ story, expandable home with basement are included in Colpaert's brochure. Marketed in Midwest principally, at a \$6,000-\$16,000 price range. Colpaert Homes Inc., Dept. AB, 445 N. Sheridan Ave., South Bend, Ind.

Circle No. 2013 on Reply Card, p. 216

PRE-FAB SCOTSMAN—Eight-page brochure on this 3-bedroom home floor plan, interior and exterior pictures. Marketed East of Rocky Mountains at prices ranging from \$8,000-\$9,000. General Industries Homes, Dept. AB, 3033 Wayne Trace, Fort Wayne 5, Ind.

Circle No. 2014 on Reply Card, p. 216

NATIONAL HOMES—Literature presents 50 basic models including Cape Cod and ranch-contemporary houses, with specifications and plans. Price range from \$6,000-\$40,000, marketed in all states except Calif., N. Mex., Ariz., Nev., Idaho, N. Dak., Wash. and Wyo. National Homes Corp., Dept. AB, Lafayette, Ind.

Circle No. 2015 on Reply Card, p. 216

CONTINUED ON PAGE 194

Why do these bathrooms

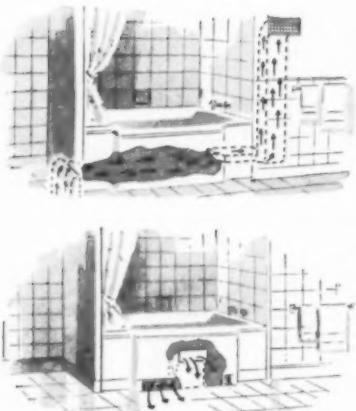


BUILT-IN lingerie dryer has heating duct at floor level. Warm air circulates around clothing and out at register provided at top. Racks slide out.

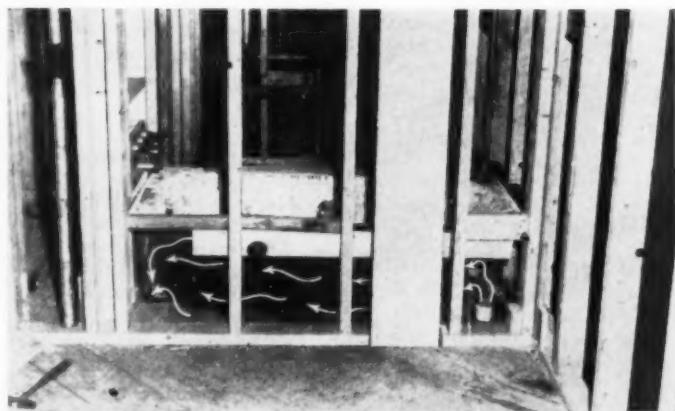


BUYERS WANT bathrooms with extra heat. Baseboard unit blankets wall with warm air. Electric wall heater gives that double-duty heat for colder days.

... because bathroom heat does double duty ...



TWO WAYS to direct heat beneath tub. Above, with grille for hair drying.



OPEN DUCT from perimeter heating directs warm air under tub and up open studs to warm wall, tub itself, prevents down drafts across bathroom floor.

help sell houses?

...because hot water heaters are big enough...



The important thing to bear in mind in selecting water heaters for new or old homes is the need for adequate capacity. In the 1920's, the average family found it possible to get along with a 20-gallon gas-fired automatic water heater. By 1950, the increasing need for hot water required for laundering equipment and dishwashers, had boosted the average heater capacity to 30 gallons. How large a water heater does the average American family need today?

The Gas Appliance Manufacturers Assoc. has set up this rule-of-thumb: for a house with 1 or 2 bedrooms and 1 bath—a 30 gal. water heater; for a house with 3 or 4 bedrooms and 1 bath—a 40-gal. heater; 2 or 3 bedrooms and 2 baths—a 40-gal. heater; 5 bedrooms, 3 baths—a 75-gal. heater. If automatic clothes washer and dishwasher are included, install the next larger-sized water heater.

...water softeners are part of the package...

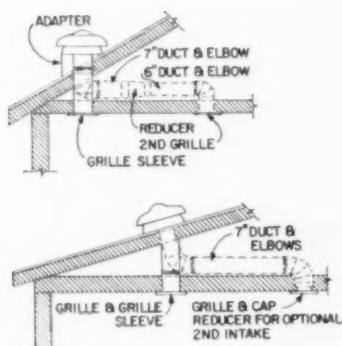


There are two recommended systems for installing a water softener. System A provides complete softening of both hot and cold water at all outlets. The only exception is hard water for lawn sprinklers which by-passes the main incoming line before it enters the softener. System B softens both hot and cold water, with the exception of water for toilet flush tanks and outside lawn sprinklers.

Is it necessary to extend a sepa-

rate cold hard water line to the kitchen for drinking and cooking? No, for soft water is as safe to drink as hard. However, some people prefer the taste of hard water. In this case, a second cold water line will have to be run to the kitchen. In areas where water is hard and has a very high iron content, incoming water must first go through an iron removing filter, then it should be directed through the softener.

...because it is well ventilated...



In these days of tightly insulated houses, proper ventilation of the moisture-laden air of bathrooms should be vented to the outdoors quickly. This applies whether the bathroom is an inside or an outside one.

Multiple-type spot ventilating units are available, such as those shown at the left, which will vent two bathrooms as well as a kitchen. Cost of such a unit (as shown, left) would be about \$55.

FHA's requirements on mechanical ventilation of inside bathrooms specify a fan of 34 c.f.m. capacity operated in parallel with the light switch, noise not to exceed 50 decibels. A high wall or ceiling grille is required with louvers that close automatically when the fan is off. It should be adjusted to allow an air velocity not in excess of 600 c.f.m. Also required: louvers in bottom of door, or its equivalent.

Here's how lighting

Time was when a builder could put up a full wall-tile job and a fancy medicine cabinet in a bathroom and call it a luxury model. Lighting was just a fixture that hung from the ceiling at the center of the room. Not so today; that type of bathroom was yesterday's accepted standard. Buyers today are looking for standards in bathrooms that look like 1956 and more. Today's luxury model demands more planning for adequate lighting and takes more work on your part, but can more than justify the extra expense in the sales it promotes.

It is an easy thing to throw light fixtures around a bathroom, hoping they will land where they can do some good. It is something else again to plan the size and location of these fixtures so that they do an even and attractive illuminating job. Manufacturers of lighting fixtures are more than glad to suggest effective lighting arrangements; more and more builders are turning to them for advice. Write to American Builder's Reader's Service Dept. for names of firms who can supply you with literature or who can help you design for better lighting.

WHAT YOU SHOULD KNOW ABOUT COLOR AND LIGHT IN THE BATHROOM

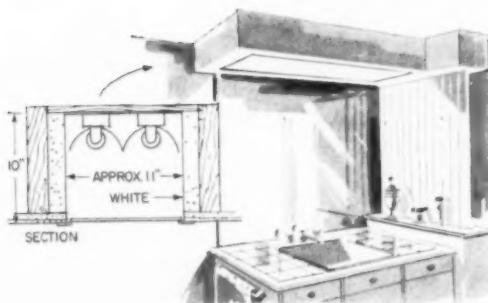
COLOR

1. Light reflected from colored walls is influenced by the wall color. Intense blues, greens, or yellow greens should be avoided on walls around or near face. They cause one to appear ill when viewed in mirror.
2. Deep or dark (low reflectance) walls cause small bathroom to look dingy and smaller. Light gay colors produce opposite effect.
3. Wall reflected in mirror forms background for viewer. Should be complementary to appearance —Good idea to pre-test before selecting color.
4. Light-colored counter surfaces are easier to keep clean and easier to live with.

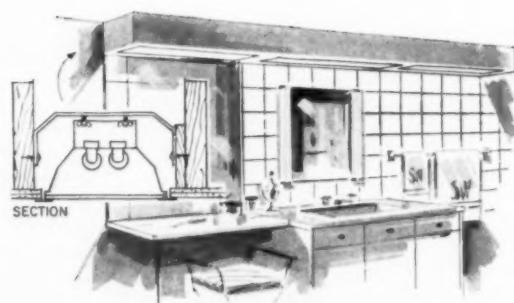
LIGHT

1. Use Deluxe Warm White fluorescent lamps for best appearance of skin and hair.
2. Small bathrooms require as much and sometimes more light than larger rooms. Limited distance between wall surfaces reduces spread and inter-reflection of light.
3. Diffusing glass enclosures for incandescent fixture should be of a size sufficient to reduce the lighted brightness to a comfortable livable level.
4. The light reflected from the counter or basin surface supplies the "fill in" light for lighting the under surfaces of face, neck and chin.

SOFFIT LIGHTING DOES THE BEST JOB . . .



SOFFIT LIGHTING is very effective on custom level. Simple scheme shown uses two 10-Watt, 48" fluorescent lamps.



WALL-LENGTH soffit uses 3 commercially available units, two 10-Watt, 48" units in each. Note side brackets.

helps sell bathrooms



SPOT LIGHTS LEAVE AREAS OF DARK . . .

Proper mirror lighting for the lavatory is most important. It isn't easily attained by installing fixtures labeled for bathroom use without considering the job they are to do in lighting the entire mirror area. Lighting must provide accurate and easy seeing from many directions so that the complex angles of head and face may be seen by the viewer from every position. In photo at left, two small bracket lamps direct light upward to ceiling—not on face or on mirror.

NOTICE the man shaving in the photograph at left. The two 60-Watt filament lamps do not help much. His eyes, the top of his head, and his neck area are in shadow.

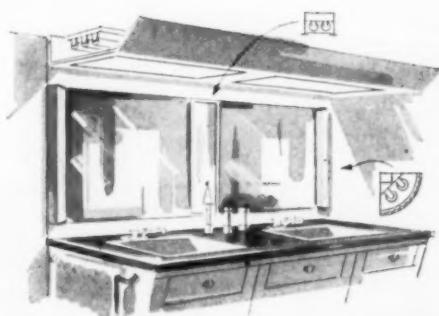


. . . BUYERS WANT FLOODS OF LIGHT

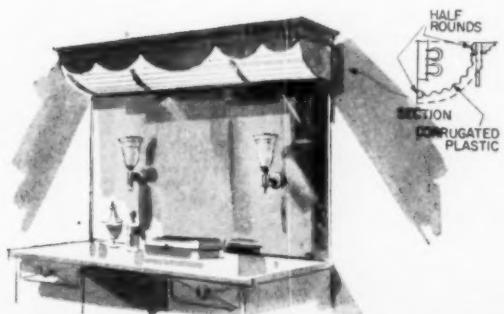
The two 60-Watt filament spot lights, shown in the photograph above, have been removed and have been replaced with two total-shielded 20-Watt, 24-inch Deluxe Warm White fluorescent tubes. The side wall brackets are spaced 30 inches apart, are centered 60 inches above the floor. A third fixture has been added to illuminate the mirrored area. A 20-Watt, 24-inch fluorescent tube has been placed on the ceiling centered in line with the front of the basin.

IN PHOTO at left, note smooth and glareless light thrown over head, face and neck equally. Photos on these 2 pages: Courtesy of G.E. Residential Lighting Lamp Div.

. . . IT'S A LUXURIOUS UTILITY BUYERS LIKE



HERE, a 3-lamp channel (10-Watt, 48") for each lavatory. Corner, middle vertical units use two 20-Watt 24" units.



CUSTOM-BUILT dressing table has 2-light (10-Watt, 48") units. Canopy is open at top for up light, too.

Here's how sound control

Sound conditioning is nowhere more needed in a house than in its bathrooms. Manufacturers of bathroom fixtures continue to engineer more quiet into the operation of fixtures. But sound control for the bathroom is a builder's problem basically—a matter of construction and installation techniques.

Plumbing

Decouple stack from the floor construction by means of a resilient support, secured if possible to a masonry wall. This will help to reduce structure-borne noise.

Keep hot and cold water feed pipes and feed flush valves from touching the structural system. Secure on resilient mounts to a masonry wall if possible. Mount water closet on a neoprene pad.

Cabinets and switches

Recessed medicine cabinets used in back-to-back bathrooms, decrease a wall's sound insulation quality. Surface-mounted cabinets are quietest. Insulating the area behind the cabinet will help.

Mercury light switches help. The difference in cost will be nominal for an average house.

Floors

Hard floor surfaces are great sound transmitters. The best way to reduce noise is to cover the floor with a soft resilient material such as cork tile.

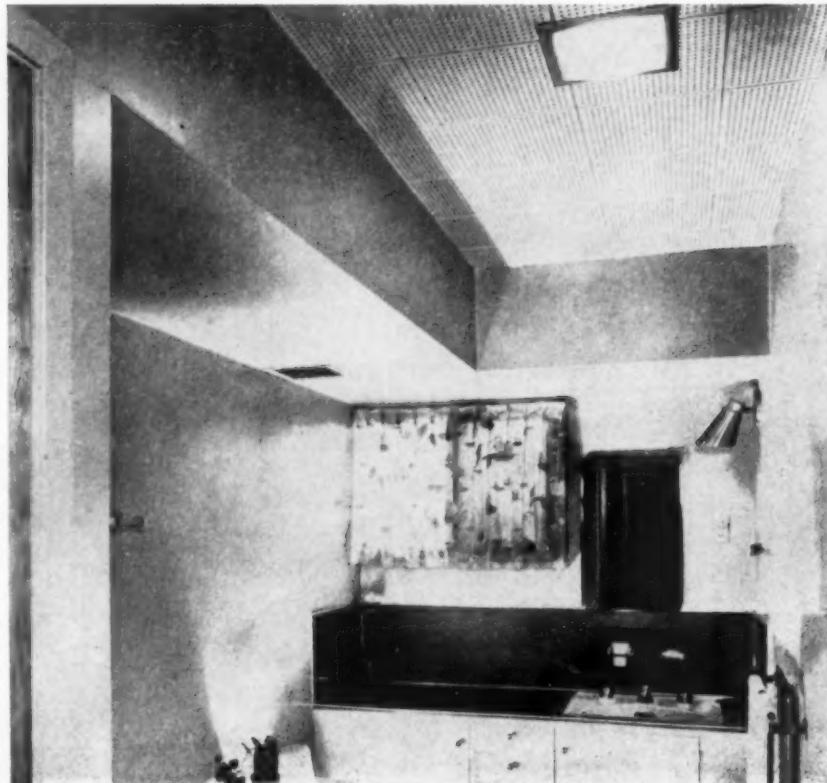
Basic sound insulation for the floor can be achieved by using a "floating" floor over the structural floor. For slab construction, this could be a wood floor nailed to sleepers.

For an upstairs bathroom, on ordinary wood-joist floor construction, use combination of floating floor and separate ceiling under it.

How acoustic ceilings sell bathrooms



ACOUSTICAL TILE is easy to install, can be attached with adhesive, as above, or nailed to sleepers attached to ceiling. Cost: about 50 cents a sq. ft.



ACOUSTICAL TILE is a handsome addition to bathroom, has sales appeal. For best results, part of walls can be covered. Photo: Acoustical Materials Assn.

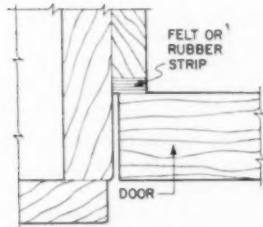
simplifies sales . . .

How to sound condition bathroom walls . . .

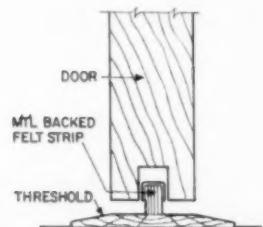
The most important single factor in bathroom sound control is wall construction. Increasing the weight of the wall and use of double-wall construction are two basic ways of getting a wall with high sound-insulating efficiency. This is the lesson of the tests shown in the table at the right. Check your score for the sound-control properties of the type of walls you construct in your buildings. Which type of wall construction are you using in your bathrooms?

Table: Courtesy Celotex Corp.

How to sound-insulate bathroom doors . . .



DOORS to bath should be flush, solid core type, tightly fitted or weatherstripped. Drawing above shows how bath door may be sound controlled.



DRAWING, above, shows automatic threshold closer. Felt strip is fitted into groove at bottom of door, raises into door when it is opened.

TEST NO.	CONSTRUCTION	WEIGHT, LBS PER SQ. FT.	CLASS
1.	1/2" INSULATG BOARD	3.8	FAIR
2.	3/4" INSULATG BOARD	4.3	FAIR
3.	1/2" INSULATG LATH 1/2" PLASTER	12.6	VERY GOOD
4.	WOOD LATH 1/2" PLASTER	17.1	GOOD
5.	1/2" PLASTER 3/8" GYPSUM LATH	15.0	FAIR TO GOOD
6.	2" x 2" STUDS 16" O.C. - ON 2" x 6" PLATE	6.2	VERY GOOD
7.	2" x 2" STUDS 16" O.C. - ON 2" x 6" PLATE	14.3	EXCELLENT
8.	2" x 4" STUDS STAGGERED 16" O.C. ON 2" x 6" PLATE	13.1	EXCELLENT
9.	2" x 2" STUDS 16" O.C. - ON 2" x 4" PLATE	18.2	EXCELLENT
10.	1-1/8" THICK MILLED SECTN	8.2	GOOD TO VERY GOOD
11.	1-1/2" SOLID METAL LATH & PLASTER	13.9	POOR
12.	2" SOLID GYPSUM TILE	19.6	FAIR
13.	4" HOLLOW CLAY TILE	27.0	GOOD
14.	8" BRICK	88.0	EXCELLENT
15.	1/2" PLASTER 1/2" INSUL. BOARD - STD LOOSE- 6" LAP	32.0	EXCELLENT

FIRST HOUSE to impress French prefabricators on tour of U. S. housing was this non-prefab in Franconia, Va. Part of a 150-house SCR brick development by Morell Construction Co., it was priced at \$14,000, sold out in 3 weeks. ▶

1956 PROMISES TO BE A BOOM YEAR FOR BRICK. HERE'S WHY:

33% of all houses today are brick

70% of all brick goes into houses

More people want brick houses

More people can afford brick now

Big brick market: \$12,000 house

Big sales attraction: SCR brick



Statistics show that

With family incomes now averaging over \$5,000 a year, people are changing their minds about housing. They want better houses, they want bigger houses—and a large percentage of them want brick houses. That's because they are familiar with the facts about brick: it lasts a long time; it requires very little maintenance; it has excellent trade-in value. For these and other reasons brick manufacturers have stepped up their production in anticipation of a heavy demand for at least the next five years.

Steel-strapped, 60-brick packages will soon be on the market to make the mason-contractor's job easier. Once a man uses them he won't want anything else. Also in the near future are new, more brilliant colors in reburnd common brick. With all the varied textures and bonds currently available, brick truly has become a most versatile material.

Only a few years ago the Structural Clay Products Research Foundation announced SCR brick. Let's take a second look at this Norman-faced newcomer ...

Over 24,200,000 SCR bricks were produced in the U. S. last year. Here are two success stories of builders using SCR ...

Our buyers put a brick exterior above everything else," says Gaspar Morell, builder of the Franconia, Va., house shown here. As for SCR brick itself, Morell is sold on it. "We love it," he says. "Our only problem at first was with the trades; the masons forgot to put in the furring clips—or didn't quite line

them up right." Morell's TECO-trussed SCR brick rambler uses either wood or asphalt tile over a slab. "I was worried about cold floors," says Morell, "but the FHA took tests and found that when the room temperature was 72° the slab temperature was 69°. This ability to hold heat (Continued on next page)



builders are banking on brick

↑
WHAT
↓
HOW



4-INCH MODULE of Morell plan reduces cutting of SCR brick to virtually nothing. Transite ducts in slab supply forced air.



MASON-BUILDER Eldon McDonald of Peekskill, N. Y. is another SCR brick booster. His rambler is similar to one above, undersells local frame rivals. McDonald's not of the pick and dip school; he has his own method.

BUILDERS ARE BANKING ON BRICK

(or cold) evenly without peaks makes brick ideal for air-conditioning. Morell puts it in his house for an added \$895.

Rose Hill Farms, Morell's development, has the distinction of being the first to use SCR brick in the Virginia-Washington area. Of the 1,200 homes planned, over 150 have been built and sold, mostly slab-on-grade ramblers, although Morell also offers two larger split level designs. Both are brick veneer combined with Texture 1-11 plywood. Other materials: Barrett asphalt shingles, Fiberglas perimeter insulation, National Gypsum wallboard, Kota aluminum sliding windows, Novaply sliding doors (finished with two coats of paint on both sides to prevent warping); Masonite flush doors, Lenox heater, American Standard plumbing fixtures. Average lot size for ramblers: 12,500 square feet, with 30-foot frontages.

The Morell organization includes Gaspar Morell, president; Frank Morell, vice president; Anthony F. Musolino, architect; Conway Anderson, project superintendent; and J. J. Martin, home owner relations. Morell's construction crew amounts to five or ten laborers only; all work is sub-contracted.

Eldon McDonald first saw SCR brick in Paducah, Ky. He took SCPI's Plan B, added two feet to it to get bigger bedrooms and proceeded to pepper Peekskill, N. Y. with SCR brick houses. He builds about 90 or 100 houses a year, using a 9-man mason crew for most jobs. Mac prefers tract to custom work, says they "don't spread me out all over." From a \$17,900 rambler he's progressed to a higher priced split level—but he'll build almost anything you want—provided it's brick.

Brick beats frame's price

Mac's modified SCR plan B house is actually selling cheaper than a nearby frame of comparable size at \$22,000. "Why should a buyer go that high when he can get mine for \$3,000 less," Mac reasons. "And I've got plastered walls too," he adds. His SCR brick rambler also has a full basement and the usual kitchen built-ins, all of which, except for washer and dryer, are included in the sales price of \$17,900. A section of the garage has plywood panel inserts; these can be removed in summer to give the effect of a patio.

SCR Type SM brick suits Mac's purposes to a T. He punches out the center hole for anchor bolts but otherwise uses it as it comes. The jamb slot, he feels, works fine for metal casements, but with wood windows (Pella) he ignores the slot. His sills are either slate or stone 1 1/4" thick; no variation in window or door heads is possible.

When furring a wall, Mac first has his foreman mark with crayon where each pair of clips (see page 108) are to be inserted. He then nails his 2x2's to the clips and to the top and bottom plates.



**Eldon McDonald,
mason turned builder,
gives you his**

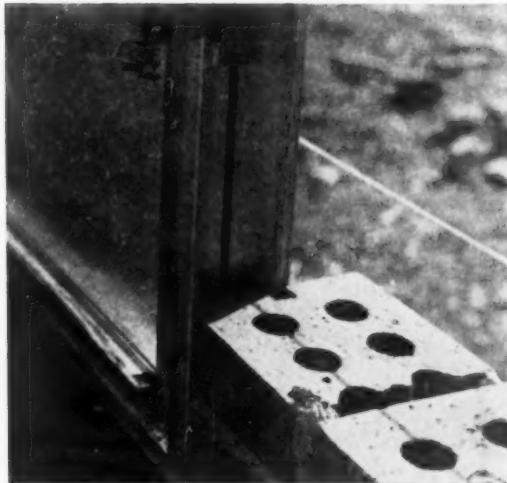
5 tips

For the 6-inch solid
brick wall to compete with frame on a
cost basis requires something more
than just the use of SCR brick. It
calls for good workmanship, especially
in such matters as the fully mortared
head joint, adequate flashing and caulk-
ing. Or else it's no better than frame . . .



BY MID-MORNING of typical work day McDonald's crew has wall well up, ready for windows. Using SCR Type SM brick, crew can average about a house a day. Mac doesn't like to break up a crew, puts them on veneer houses in winter.

on building with SCR brick

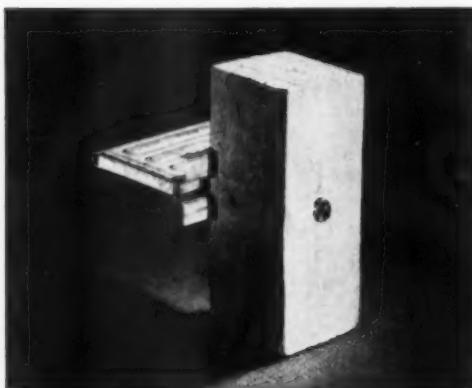


1. "THE JAMB SLOT in SCR brick is fine for steel casements, but with wood windows you can do without it." Type of brick shown here is SCR regular, with several hand holes for mason. Mac uses SCR Type SM, with one hole.



2. "WHEN YOUR WINDOW FRAMES are in place set your sills by slipping them under frames—and shim them plumb." Mac finds this works better than when he sets the sill later. His foreman, of course, is the man who looks after this.

5 TIPS ON BUILDING WITH SCR BRICK continued



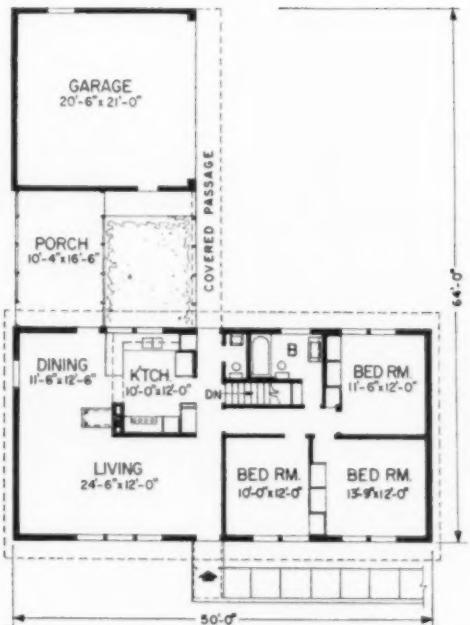
3. "I LIKE A FURRING CLIP that takes a regular nail and won't let mortar clog it." This one has wood insert, is made by Union Clip Co., Long Island, N. Y.



4. "KEEP YOUR MASONs to the business of laying brick." Mac's foreman and key man, Vince Brighton, attends to all setting, shimming and plumbing of window frames.



5. "GET A GOOD scaffolding jack. One of the best ideas I've run into is the Waco jack." It takes five planks, weighs about 38 pounds and is easily raised or lowered.



BRINGING BRICK inside house was one of architect's aims. Brick wall divides kitchen from living room and thin brick slabs set in mortar are specified for corridor running from front entrance to rear walk.

Here's how to

Here's a 3-bedroom, 1,420 square foot home designed by architect George Mason Clark especially for SCR brick. One larger and two smaller versions of the "Oakmont" are also available. Write the Structural Clay Products Institute, 1520 18th St. N. W., Washington 6, D. C. Include 50 cents with your letter and specify whether you want SCR brick, cavity wall or brick veneer construction.



ONE OF FOUR completely new brick homes developed by architect Clark, "Oakmont" has full basement and ample space for laundry, furnace and recreation rooms. While con-

forming to all FHA and national codes, house may not fit local ones. In this case builder should have architect or other qualified person to do any needed alterations.

get plans for SCR brick houses



REAR VIEW shows covered passage to garage with enclosed garden beyond. Three other model brick homes are also

available: "Huron" (2 bedrooms, 918 sq. ft.), "Vassar" (3 bedrooms, 1,479 sq. ft.), and "Arcadia" (2,061 sq. ft.)

BUILDERS ARE BANKING ON BRICK

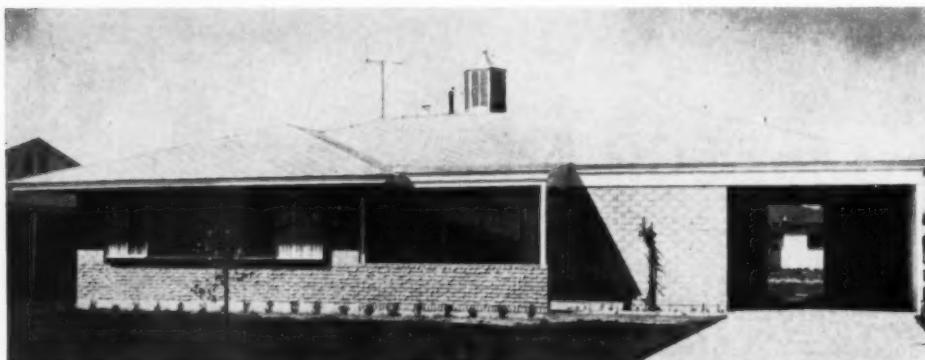
How to dress up a house with



WHAT

CONVENTIONALLY DESIGNED El Paso, Tex., house has "hammered" brick effect (see detail, right).

Builder J. W. Sheid says it is one of the most popular houses he ever built in this area.



WHAT

RANCHO VENTURA design by Allied Construction Co. of Phoenix, Ariz. features "weeping" effect plus

unusual bond (see detail, right). All brick and plaster construction is priced at a low \$12,500.



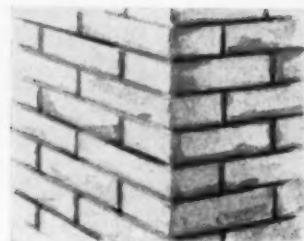
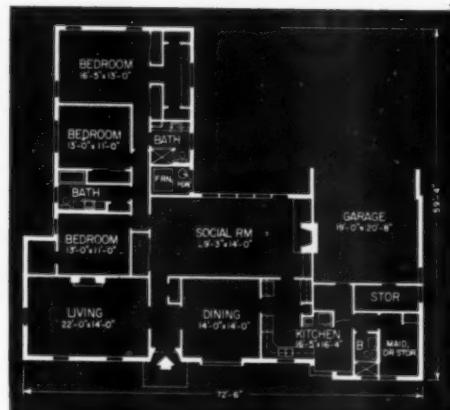
WHAT

COMMON BRICK and redwood siding are effectively combined in this split level by Luria Bros., of

Washington, D. C. area. Priced at \$17,900, house is located in Bren Mar, Va. on top of high hill.

new brick techniques

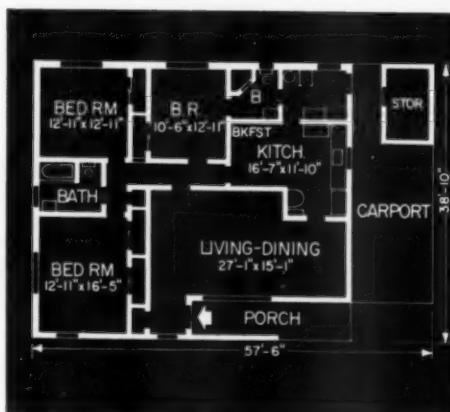
HOW →



ROCK-FACED BRICK effect is achieved by hammering. Sheid says it's done at not too much cost.

WITH HIGH STONE WALL around \$6,000 lot this house sold for \$12,000, including air conditioning.

HOW →



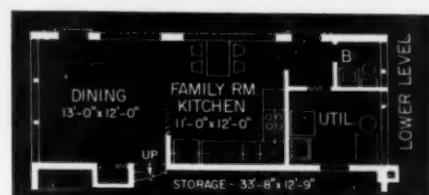
DETAIL OF HOW Rancho Ventura brick walls were laid. Note resemblance to standard Flemish bond.

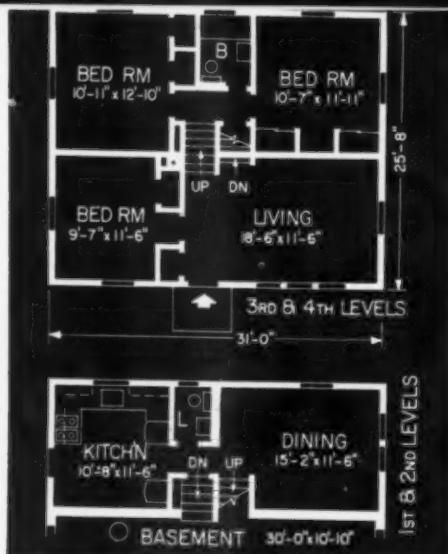
TWO-TEXTURED BRICK house has 1,518 square feet of livable area and two ceramic-tiled bathrooms.

HOW →



THREE-LEVEL PLAN of Luria Bros. house features 22-ft. living room and large concrete patio.





ONE OF THREE plans by American Houses Inc., this split level has finished basement and recreation room.

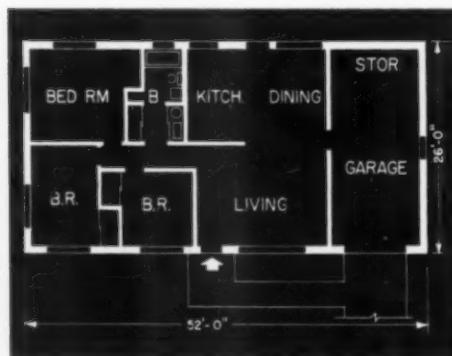
NEW TECHNIQUES WITH BRICK, continued

► Pre-fab uses partial brick veneer



WRAPPED-AROUND brick distinguishes this American Houses pre-fab and gives it a much more substantial look.

► Pre-fab is completely brick-veneered

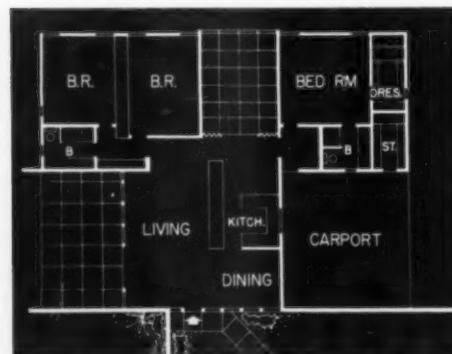


HUBER PACKAGED HOME is marketed by Dayton firm. One level plan (shown in reverse) has 52x26 foot area.

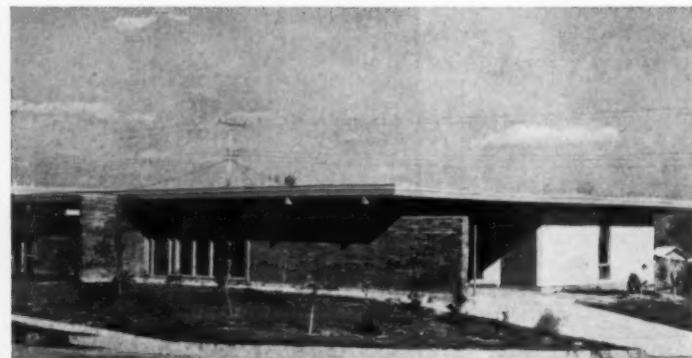


COMPLETE USE of brick in form of veneer marks exterior of this Huber pre-fab. Over 1,800 have been sold for price of \$11,950.

► More brick is being used with steel

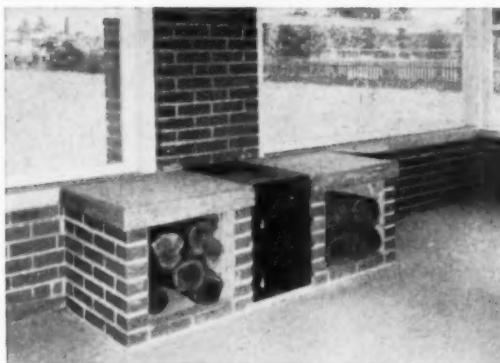


STEEL-FRAMED BRICK house by Gaskin Brothers of San Antonio, Tex. House has 1,790 square feet of area.



SAN ANTONIO house by architects Valdez & Williams was designed for brick and steel. It sells for \$20,500 on \$2,000 lot.

► More elaborate fireplaces and barbecues

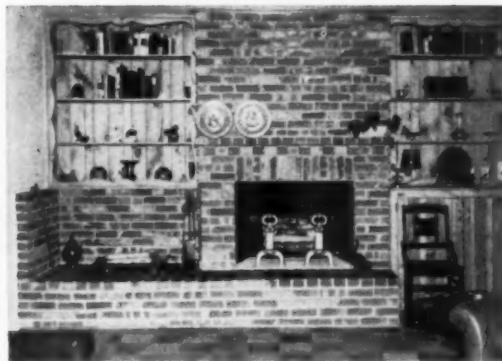


BARBECUE PIT ON PORCH is part of luxury home marketed by both Frank Storer, Jr. and Don McGranahan, Toledo.



GLAZED BRICK BARBECUE and fireplace is feature of four-level house by builder Mario Porchetti in Columbus, Ohio.

► Fireplace hearths are getting longer and higher



EL PASO, TEX. hearth by designer-builder J. W. Sheid extends up side of wall. Mantel is one course of brick.



COLUMBUS, OHIO, HEARTH is part of huge ceiling-to-floor fireplace in tri-level house built by G. Ray Mathers.

► Structural brick walls work decoratively



CHICAGO SPLIT LEVEL by Winston Park Corp. has floor-to-ceiling fireplace wall and windows, sells for \$28,500.



CINCINNATI RANCH by builder Andrew Wolf has centrally located fireplace wall separating kitchen from living area.



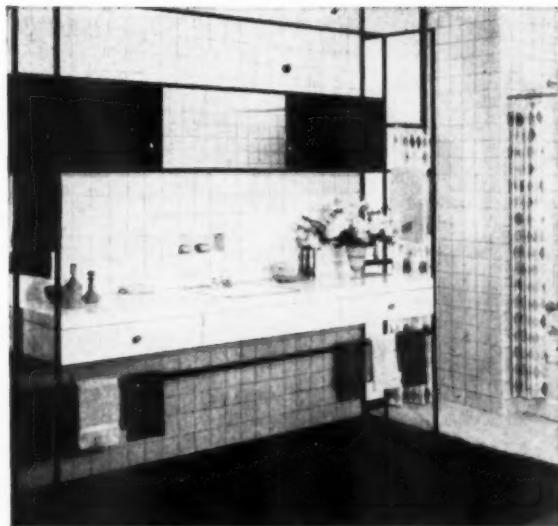
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The Luxury Look adds charm and smart splendor to the bathroom. Prospects appreciate the tastefulness and practicality of Styron tiles—the way they clean so easily, stay lustrous for years. Here are fast-selling regular size tiles, available in more than 50* modern decorator colors. Mix or match them and watch your homes sell faster!

*Color lines vary with tile manufacturers

All through the house, you can add so much in real value to your homes with Styron plastic wall tile. It's a blessing in the laundry, for instance . . . splashes wipe clean in a whisk. In recreation rooms, nurseries, powder rooms, utility rooms—anywhere you choose—Styron plastic wall tile is the year's most exciting sales clincher!

Here are your guides to the right choice in Guaranteed Plastic Wall Tile



First thing to do is get in touch with a certified dealer of guaranteed plastic wall tile. You can identify him by the emblem at the left. He is a reputable businessman who will give you a written guarantee (center) that the plastic wall tile and mastic he sells you conform to quality standards established with the National Bureau of Standards. He can guarantee that tile adhesives and in-

stallation meet minimum property requirements for F.H.A. loans. The Styron label at the right identifies tiles made of dependable Dow polystyrene. When you install Styron plastic wall tile in the homes you build, you're getting the benefit of the best-established prestige name in the industry. There's the package: **THE LUXURY LOOK**, Guaranteed STYRON Plastic Wall Tile—and more profits for you!



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Yes, Truscon Series 138's in new, big sizes combine double-hung convenience, picture window beauty and harmony of color at no extra cost. Ideal for use with air-conditioning systems and window air conditioners, too. New full-color folder gives facts, applications, and types and sizes carried in Truscon warehouse stocks. Write today. Use coupon below.

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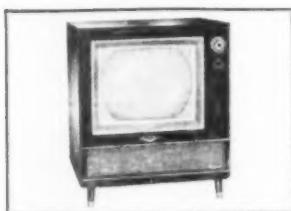
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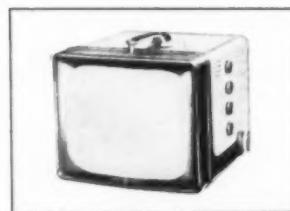
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87 FOURTH PRIZES: One in each of the 87 U.S. Plywood branch areas — a G-E vest-pocket transistor radio. The newest electronic marvel! Carry entertainment with you.

*See Rule #5

Weldwood® BUILDER CONTEST
UNITED STATES PLYWOOD CORPORATION

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Fly in luxury to and from Europe on a TWA Trans World Airlines world-proven Constellation! Exciting views—superb food—relaxing comfort.

Here's all you have to do: Smart builders know it pays to use Weldwood paneling. But here's an extra dividend! During 1956, the builders who install Weldwood paneling with the most imagination and ingenuity—and who most effectively merchandise the paneling in selling homes—will be flown to Europe via TWA as guests of United States Plywood Corporation.

Now's the time for your building imagination really to pay off! For Weldwood gives you better looking, quicker-to-sell homes, and a chance for a European holiday. There are dozens of ways to add extra sales appeal to your homes—at low cost—with Weldwood paneling. And hundreds of ways to use it in your promotion to help sell homes. Give your imagination free rein—in the paneling, and in the promoting. Remember, there's a trip to Europe waiting!

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CONDENSED CONTEST RULES:

(For complete rules, and Official Entry Blank, send coupon.)

- Established builders in the United States and Canada are eligible.
- Homes entered in the contest must be finished during 1956.
- Judging will be based on the use of Weldwood paneling, and the merchandising of paneling in the sale of homes.
- Minimum use of Weldwood paneling to qualify will be one wall of any room.
- Contest will be in two classifications: homes priced \$18,000 and over, and homes under \$18,000.
- Prominent building experts serving as contest judges are:
Bob Fawcett, Editor of "National Real Estate and Building Journal"
Edward G. Gavin, Editor of "American Builder"
James M. Lange, Managing Editor of "Practical Builder"
Cail Normore, Executive Editor of "House & Home"
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I build homes in the \$_____ price range. AB-2-56

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CREATE EXCITING ARRANGEMENTS
by combining stock-size PELLA CASEMENT WINDOWS.

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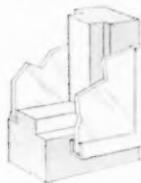
Eliminate these 6 window chores

- 1 PUTTING UP AND TAKING DOWN SCREENS
- 2 PAINTING AND REPAIRING SCREENS
- 3 STORING SCREENS

- 4 PUTTING UP AND TAKING DOWN STORMS
- 5 PAINTING AND REPAIRING STORMS
- 6 STORING STORMS



ROLSCREENS simply roll up and down like window shades...store in neat compartments at window top. The home owner is forever rid of seasonal chores. And, no costly storage space is required.



DUAL GLAZING...the self-storing storm window...stays in place the year 'round. It insulates against summer heat as well as winter cold. Reduces street noises, too. A swing-out hinge allows exterior glass to be washed from indoors.

PELLA CASEMENTS are completely factory assembled, reducing installation costs. Wood-lined steel frames combine beauty, strength and insulating qualities.

Ventilating sash glass sizes up to 24" in width and 60" in height. Stainless steel weatherstripping seals out dust and drafts. See our catalog in Sweet's. Distributors in principal cities of United States and Canada.

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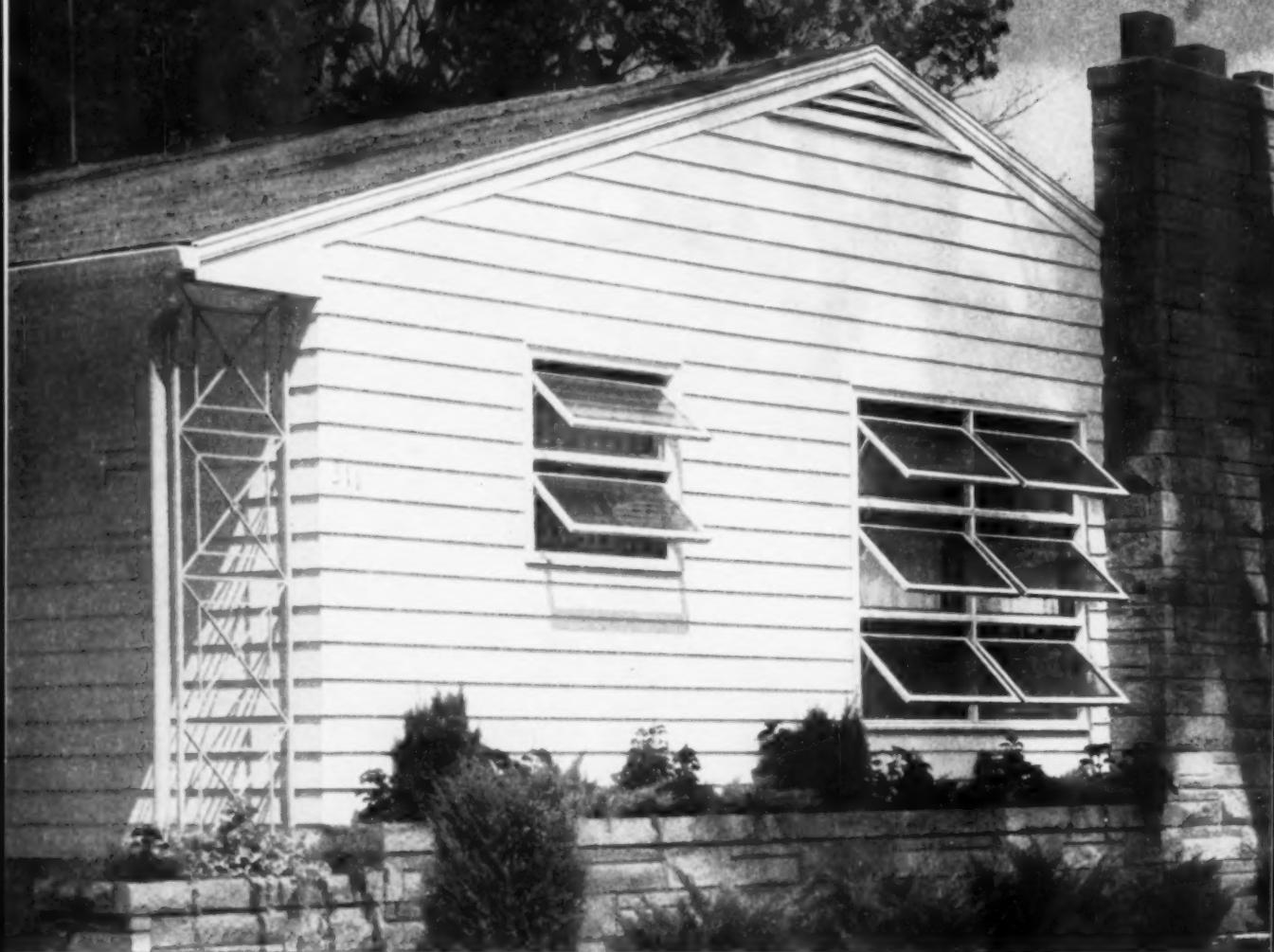
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Homes in the J. J. Swartz Co. Southland Heights Lu-Re-Co Project in Decatur. Note wide variety of installations possible with the versatile Andersen Flexivent Unit.

"Flexivents® bring economy

says Decatur, Illinois, builder-dealer combine. "As builders," reports Carl E. Swartz, partner in J. J. Swartz Co., "we find Flexivents give the wide range of appearance in demand in today's homes. We've installed over 1600 units with no callbacks."

"As pioneers in working with Lu-Re-Co panels," says Robert S. Cutts, manager of Thompson-Decatur Lumber Co., "it's our experience that both public and builders realize the advantages of Flexivents."

For any type of construction Andersen Flexivents gain in popularity every day. Men who build homes for sale rate Flexivent tops for quality, low cost, versatility, and sales appeal. Look into the advantages Flexivents offer for your next project.

For more information see your lumber and millwork dealer, Sweet's Light Construction File, or write Andersen. WINDOWWALLS are sold throughout the country including the Pacific Coast.

Andersen Windowwalls

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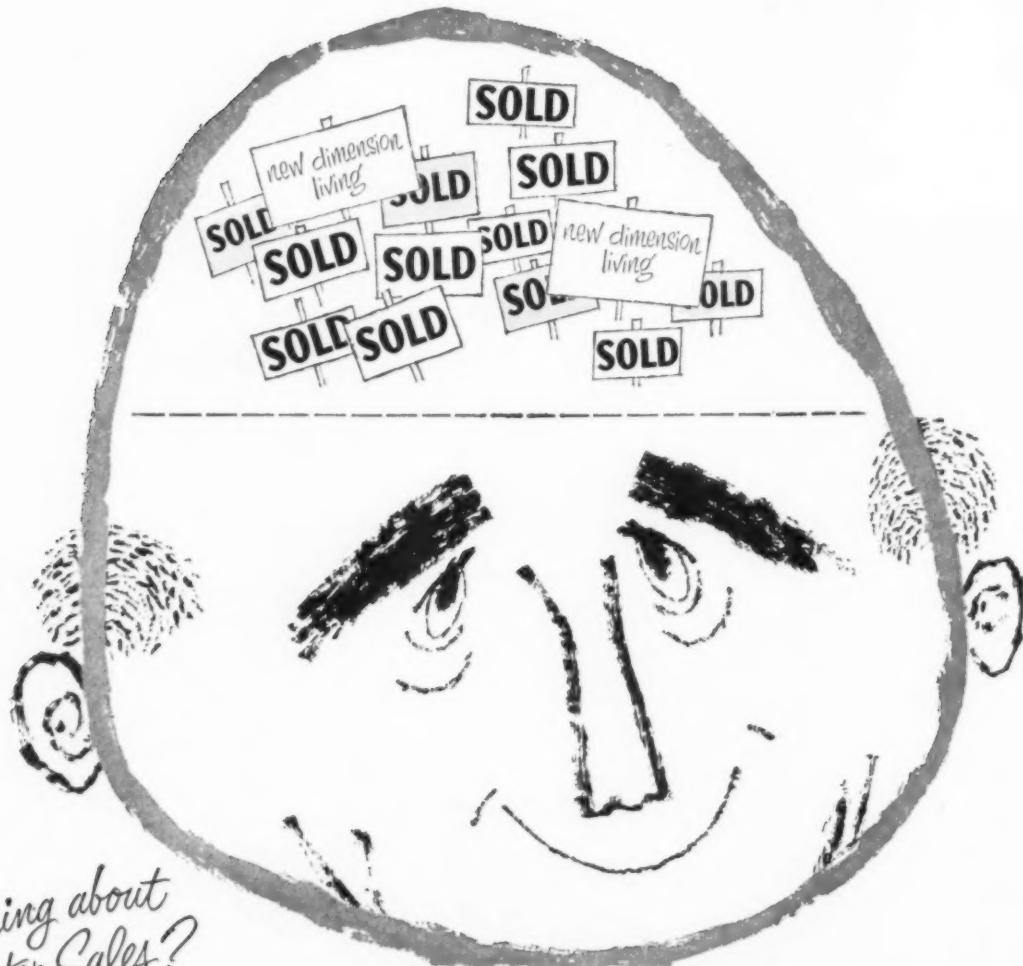
Robert Cutts (left) and Carl E. Swartz demonstrate 3 high Flexivent stack specially designed to fit perfectly in Lu-Re-Co panel system of construction.

See how smoothly workmen slip Flexi-vents into place in Lu-Re-Co panel jig. Ease of assembly helps lower building costs and speed building schedules.

<img alt="Diagram of the FlexiView system showing a 4x6 grid of 24 individual viewports. Each viewport is labeled with a unique identifier consisting of a letter and a number. The letters are A through Z, and the numbers range from 1 to 9. The labels are: A1, A2, A3, A4, A5, A6, B1, B2, B3, B4, B5, B6, C1, C2, C3, C4, C5, C6, D1, D2, D3, D4, D5, D6, E1, E2, E3, E4, E5, E6, F1, F2, F3, F4, F5, F6, G1, G2, G3, G4, G5, G6, H1, H2, H3, H4, H5, H6, I1, I2, I3, I4, I5, I6, J1, J2, J3, J4, J5, J6, K1, K2, K3, K4, K5, K6, L1, L2, L3, L4, L5, L6, M1, M2, M3, M4, M5, M6, N1, N2, N3, N4, N5, N6, O1, O2, O3, O4, O5, O6, P1, P2, P3, P4, P5, P6, Q1, Q2, Q3, Q4, Q5, Q6, R1, R2, R3, R4, R5, R6, S1, S2, S3, S4, S5, S6, T1, T2, T3, T4, T5, T6, U1, U2, U3, U4, U5, U6, V1, V2, V3, V4, V5, V6, W1, W2, W3, W4, W5, W6, X1, X2, X3, X4, X5, X6, Y1, Y2, Y3, Y4, Y5, Y6, Z1, Z2, Z3, Z4, Z5, Z6, AA1, AA2, AA3, AA4, AA5, AA6, BB1, BB2, BB3, BB4, BB5, BB6, CC1, CC2, CC3, CC4, CC5, CC6, DD1, DD2, DD3, DD4, DD5, DD6, EE1, EE2, EE3, EE4, EE5, EE6, FF1, FF2, FF3, FF4, FF5, FF6, GG1, GG2, GG3, GG4, GG5, GG6, HH1, HH2, HH3, HH4, HH5, HH6, II1, II2, II3, II4, II5, II6, JJ1, JJ2, JJ3, JJ4, JJ5, JJ6, KK1, KK2, KK3, KK4, KK5, KK6, LL1, LL2, LL3, LL4, LL5, LL6, 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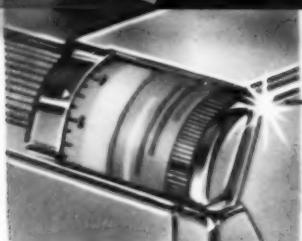
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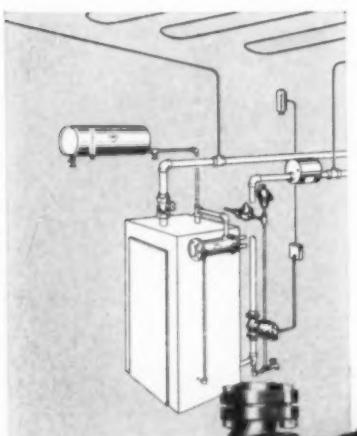
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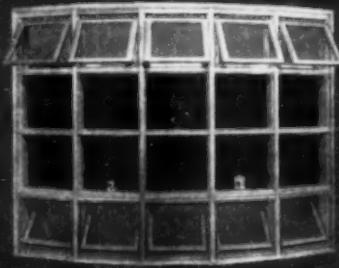
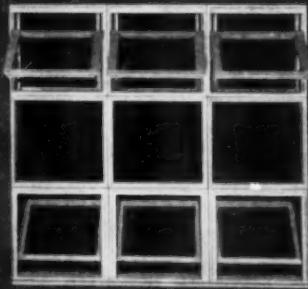
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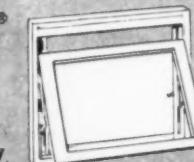
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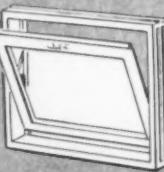
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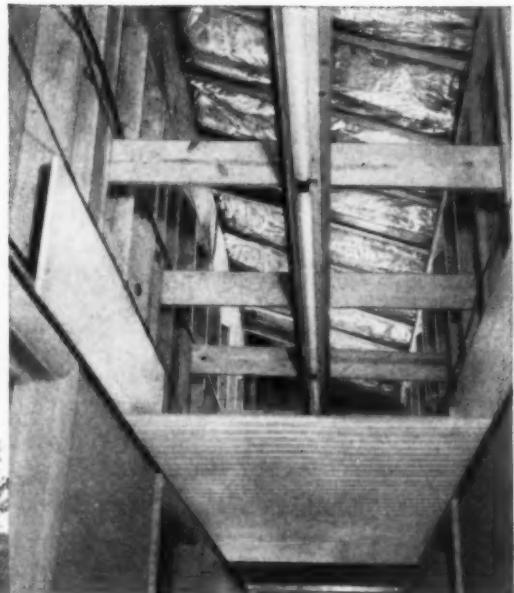
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These "commercials" are rugged Ro-Way overhead type doors. And they especially prove their inherent mettle on multiple installations.

Many doors usually mean heavy traffic. Repeated daily wear and tear. But Ro-Way doors stand up. They're precision-made from selected west coast lumber and heavy-gauge, Parkerized steel hardware. Have mortise and tenon joints, water-proof glued *and* steel-pinned. That's why Ro-Ways give year after year of smooth, quiet, dependable service.

Design-wise, too . . . Ro-Ways bear repetition. Side by side they satisfy your creative urge with clean, uncluttered lines. Yet you can freely express your ideas within the practical limitations of even modest budgets.

Logical conclusion: You can repeat "Ro-Way" in your specifications . . . and satisfy *all* your clients *every* time.

ALSO—a complete line of Ro-Way overhead type doors for 1- and 2-car residential garages. All available with standard or individualized decorative panels. Write for free literature.

FREE ARCHITECT'S MANUAL. Complete details, specifications, drawings, etc., on Ro-Way's entire line. Especially helpful in selecting just the right door. Your letterhead request brings you Manual 55 promptly. No obligation, of course.



ROWE MANUFACTURING CO., 756 Holton St., Galesburg, Illinois



Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way distributor.

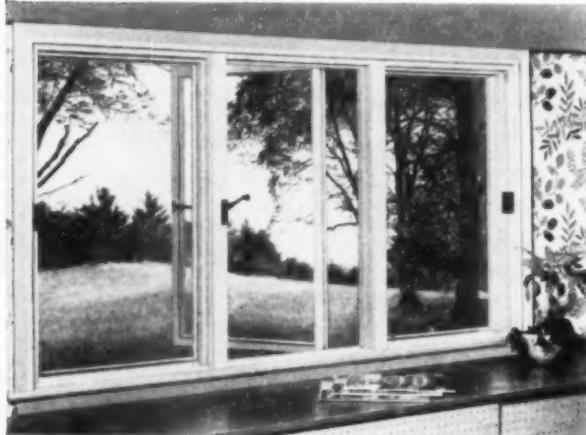


there's a Ro-Way for every doorway!

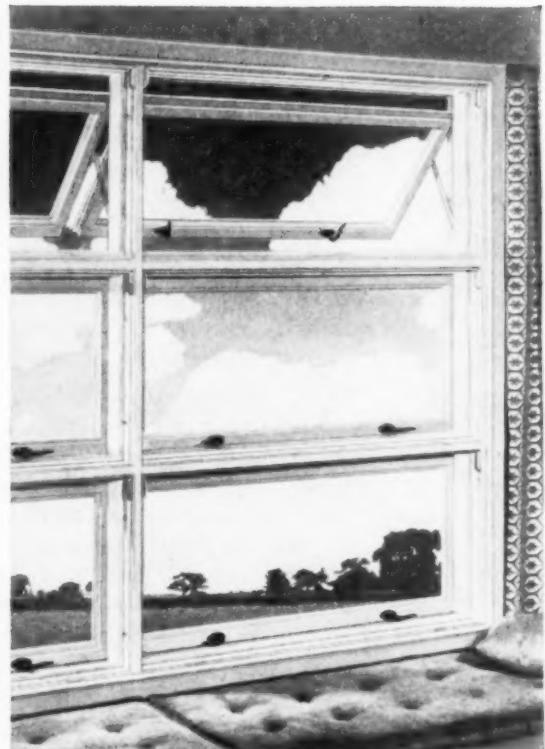
Give them
more
for their
money with.



No other window line includes all the features of weather-tightness, operating ease and complete satisfaction found in Curtis Silentite double-hung windows.



No swinging...no rattling...plus maximum weather-tightness—these features make Curtis Silentite casements top favorites with home owners and builders. Heating and air-conditioning costs go down when these casements are used.



Used sideways as awning windows—upright as casement sash—Curtis Silentite Convertible windows provide more than 1000 window combinations. Lifetime-lasting Zytel nylon hardware is furnished.

CURTIS

Curtis

Silentite windows

more
more
more
more
more

A house is worth more—and you can prove it—when it has Curtis Silentite Windows. These perfectly engineered, preservative-treated wood windows have a combination of owner advantages no other windows can match. For instance:

weather-tightness Curtis Silentite Windows combine the natural insulating qualities of wood with special construction and weather-stripping features to reduce air leakage to a minimum...save money on fuel and air conditioning costs...increase livability.

operating ease Curtis double-hung Silentite Windows free owners from the annoyance of windows that stick, bind or jam. Curtis Silentite casements have a special operator that makes opening and closing them child's play. Curtis Convertible windows combine weather-tightness and easy operation.

beauty In keeping with today's demands for modern, trim design, Curtis Silentite Windows are streamlined to meet all architectural styles...frames and sash are slimmed down to add glass area. Special Mitertite narrow trim is a show-off for beauty.

economy With Curtis Silentite Windows, owners are guaranteed lasting value. Curtis uses only top-quality materials—the finest wood, specially designed hardware, and expert craftsmanship of 90 years' experience in making fine windows. Remember, all Curtis windows are GUARANTEED.

convenience Curtis Silentite Windows come as complete units, pre-fit and packed ready for quick assembly in any home, any type wall. Every part of the complete unit is tailored at the factory to fit perfectly, thus cutting actual installation time to the bone—a welcome money-saver for you.

Curtis Silentite Windows and all Curtis Wood-work are sold by leading lumber dealers everywhere. See your dealer for Curtis Catalog and specification data.



WOODWORK
heart of the home

Curtis Companies Service Bureau
200 Curtis Building
Clinton, Iowa

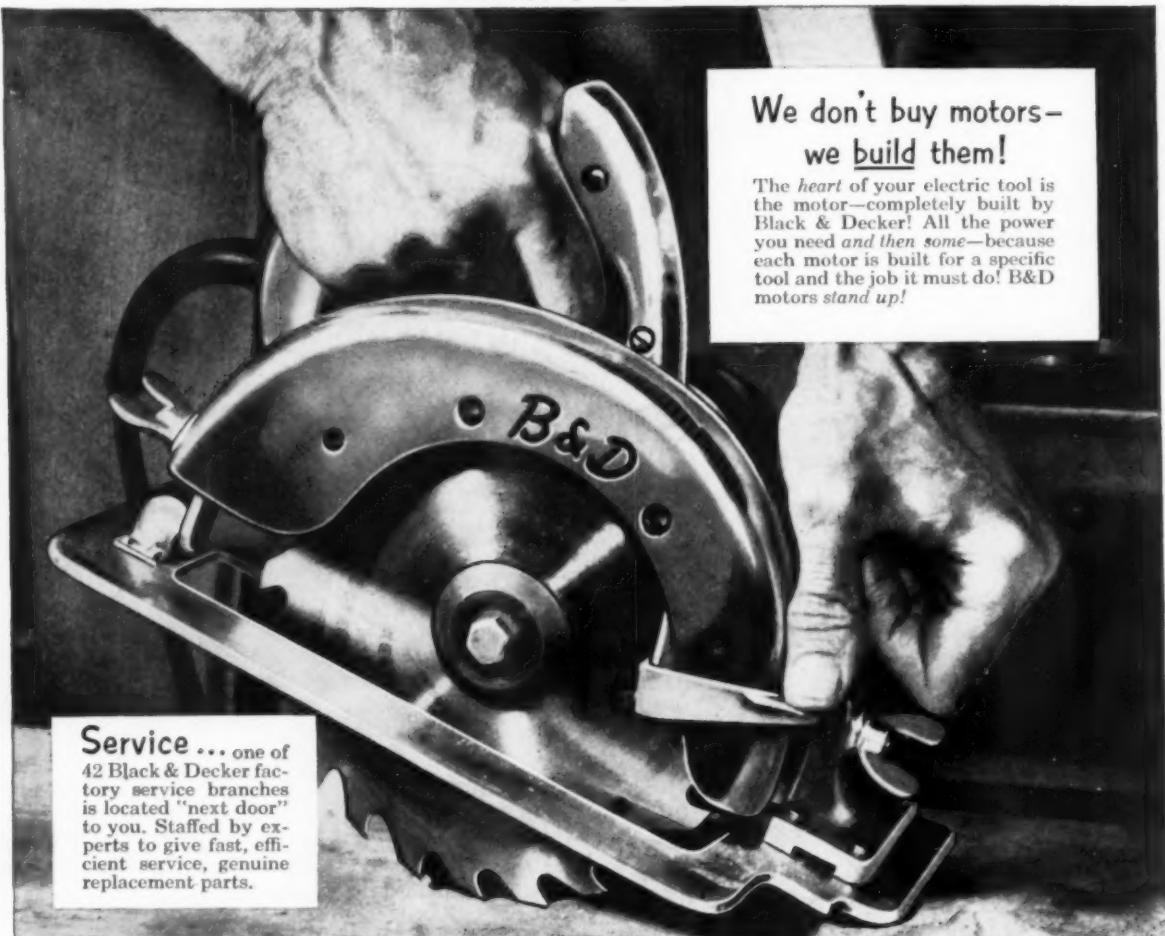
AB-2-56

Please send information on Curtis Silentite Windows and other woodwork.

Name _____

Address _____

City _____ State _____



We don't buy motors—
we build them!

The heart of your electric tool is the motor—completely built by Black & Decker! All the power you need and then some—because each motor is built for a specific tool and the job it must do! B&D motors stand up!

Service ... one of 42 Black & Decker factory service branches is located "next door" to you. Staffed by experts to give fast, efficient service, genuine replacement parts.

Black & Decker

POWER-BUILT

TO LAST!

Black & Decker Heavy-Duty Saws—6", 7", 8" and 9" models—are built for power, speed and accuracy, to help you do *better, faster building*. Built-in bevel adjustment with accurate, easy-to-read quadrant, PLUS larger wing nuts permit easy, instant cutting angles to 45°! Larger, sturdier shoe permits safe right or left hand operation. Line-of-cut is always visible, for hairline accuracy. Full finger protection with

Heavy-Duty Saws mean faster work, lower operating costs, more convenience...and they're

new, improved lift-lever on guard. Comfortable saw-grip handle and overall lightweight *balanced power* reduce operator fatigue. Specify Black & Decker Saws—power-built to last! Write to THE BLACK & DECKER MFG. Co., Dept. H-12, Towson 4, Md.

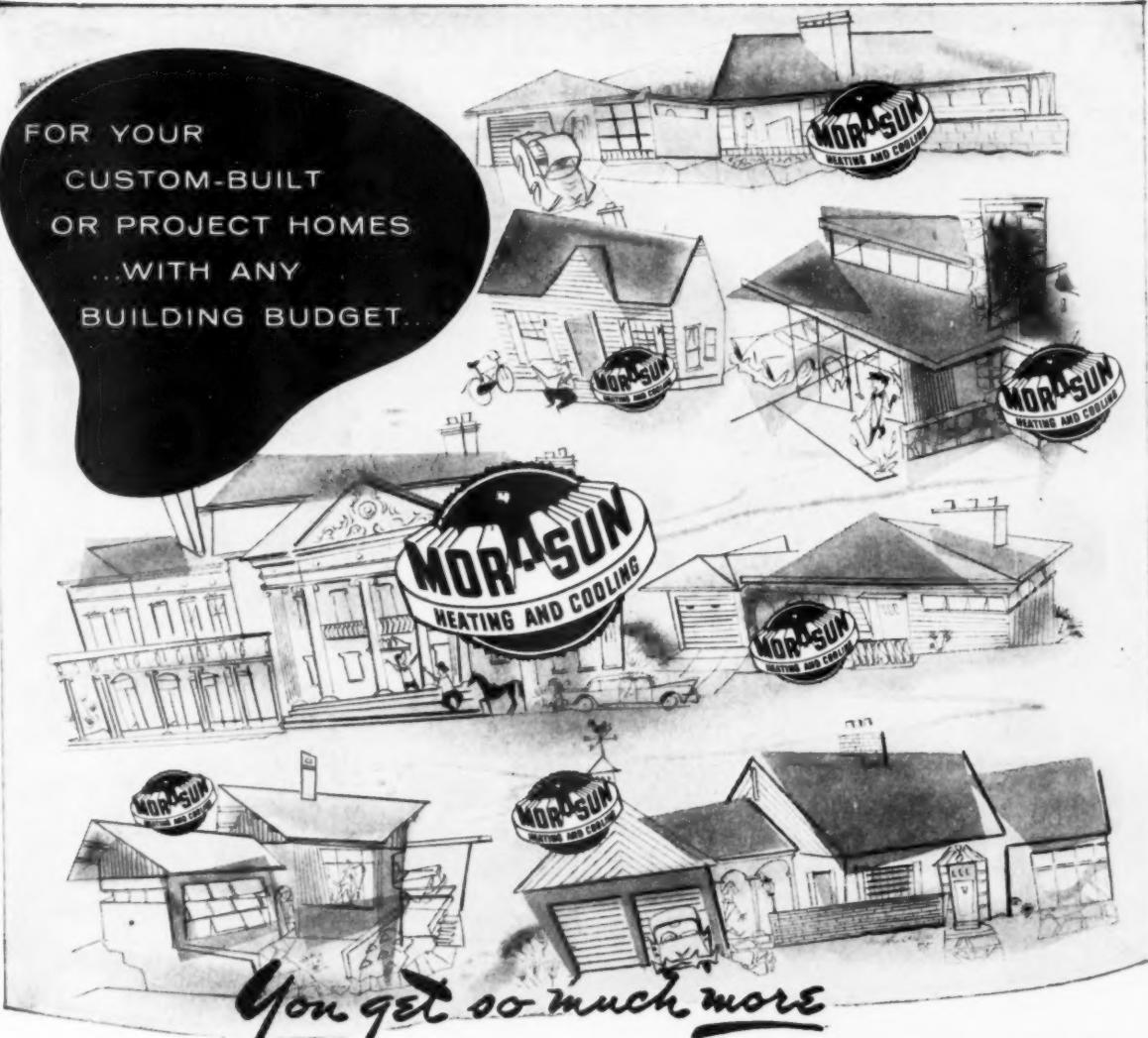
Saws • Drills • Sanders • Hammers • Glue Pots • Grinders . . . Black & Decker's complete line of portable electric tools are *all* POWER-BUILT to complete your jobs faster, better, easier!



Leading Outlets Everywhere Sell

BLACK & DECKER
PORTABLE ELECTRIC TOOLS

FOR YOUR
CUSTOM-BUILT
OR PROJECT HOMES
...WITH ANY
BUILDING BUDGET.



You get so much more

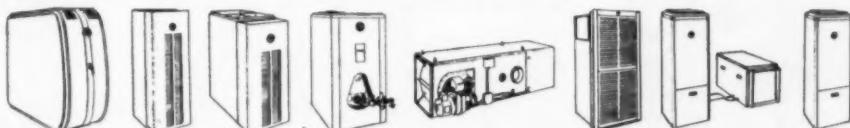
with **MOR-SUN**
HEATING AND COOLING

Mor-Sun Warm Air Furnaces and Air Conditioners are designed with the builder in mind. There's a model for every size and price of house. They're high quality units, competitively priced for added home value *within the limits of your building budget*. They're compact to save valuable living space and attractively finished for maximum eye-and-buy appeal. Mor-Sun Furnaces burn gas (including LP) or oil. They're easy to install and owner satisfaction is assured by a 10-year written guarantee. Mor-Sun Air Conditioners are water or air-cooled and are perfectly matched with Mor-Sun Furnaces for complete year 'round comfort, convenience and

economy. Home buyers are "pre-sold" by a strong, consistent national and local advertising and sales promotion program.

All this adds up to more homes "SOLD" when you install Mor-Sun.

Before you build another house or plan another project, get all the facts about Mor-Sun from your Mor-Sun Distributor or Dealer who is listed in the Yellow Pages of your telephone directory—or write directly to *Mor-Sun Furnace Division, MORRISON STEEL PRODUCTS, INC., 605 Amherst Street, Buffalo 7, New York*.

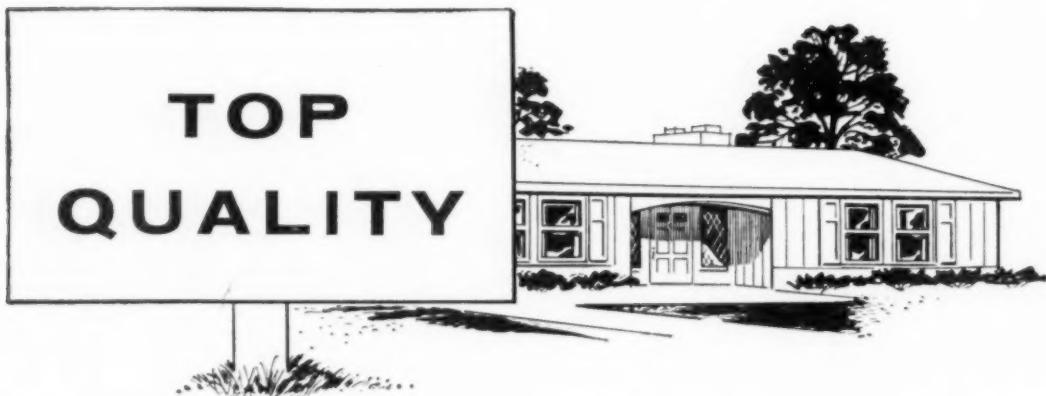


• There's a Mor-Sun Warm Air Furnace and Air Conditioner for every home heating and cooling requirement...the right size...the right price...for new construction or modernization.

A LABEL LIKE THIS ON YOUR WINDOWS



IS ONE SIGN OF A BETTER HOUSE



216,787,000 times in 1956 alone, the famous L·O·F label will appear in advertisements read by Mr. & Mrs. America.

Home buyers get a feeling of confidence when they see this reassuring label on the windows of your new houses. It says "quality" at a glance.

Order high-quality L·O·F Window Glass from your local L·O·F Distributor (listed under "Glass" in the yellow pages of phone books). Libbey·Owens·Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.



LIBBEY · OWENS · FORD
a Great Name in Glass



COOL COMFORT FOR EVERY HOME *at lowest cost*



You can now provide a modern and efficient cooling system for any type or size home without a burden of cost to you or the buyer. An easy-to-install Hunter Package Attic Fan will fill an entire home with refreshingly cool air. It quietly pulls in fresh, outdoor breezes as it forces out hot, sticky, inside air...causing room temperatures to quickly drop from 10 to 20°.

Hunter gives you all five of these features:



Easiest to install of all attic fans, the Hunter requires no replastering, repainting, suction box or other "extras" for installation or main-

tenance. Compact unit rests on attic floor, needs only 18" to 26" attic clearance. A Hunter is easily installed in any home, old or new.

1. Adaptability to any home

Five sizes available, with certified ratings from 5000 to 16,000 CFM.

2. Ease of installation

The Hunter unit is complete, including automatic ceiling shutter.

3. Low initial cost

A Hunter gives a home cool comfort at lowest possible cost.

4. Dependable service

A Hunter is unexcelled for trouble-free operation year after year.

5. Guaranteed performance

The fan unit is completely guaranteed 5 years; motor and shutter one year.

HUNTER



Package Attic Fans

HUNTER FAN AND VENTILATING COMPANY
381 S. Front St., Memphis, Tenn.

SEE OUR CATALOG IN SWEET'S

Mail for copy of "COOL EVERY ROOM WITH A HUNTER ATTIC FAN"

Hunter Fan and Ventilating Company
381 S. Front St., Memphis, Tenn.

Name _____

Address _____

City _____

State _____



The Thermoseal line of windows and doors is a complete line



HORIZONTAL SLIDE WINDOWS. For one-story or split level homes. An ideal space saver for bedrooms or bathrooms where high-window treatment is called for. Available in both single slide and composite units.



VERTICAL SLIDE WINDOWS. The basic window in the Thermoseal line. Can be easily combined in twin or any other multiple combination.



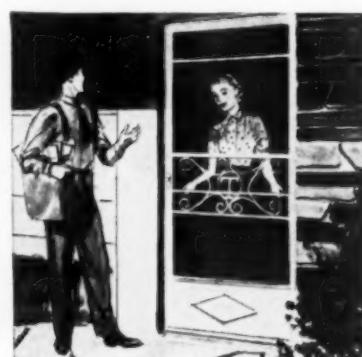
FULVUE WINDOWS. Highly effective when used where "walls of glass" or any large glass area is wanted. Available in a wide range of sizes in 2-panel, 3-panel and 4-panel high units.



FULVUE SLIDING DOORS. The door that brings the outdoors in . . . latest trend in modern architecture. Fine for remodeling, too—makes old rooms look larger—makes old homes look newer.



COMBINATION WINDOWS. Patented Thermolok Closure Frame gives perfect, weathertight fit. Fiberglas screens end the problem of rusting, rotting, and corrosion—never need painting. Felt weatherstripping keeps out drafts.



SELF-STORING COMBINATION DOORS. A screen door, a storm door and a beautiful picture window—all in one. Fingertip ventilation control adjusts instantly to meet any weather condition.

For new homes or modernization—**THERMOSEAL** windows, doors, awnings, porch enclosures and jalousies!

With Thermoseal, you have a *full range* of home comfortizing products from one dependable source—for new home building or remodeling—backed by the F. C. Russell name—famous for 18 years. Home owners are better satisfied because of Thermoseal's handsome appearance, built-in felt weather-

stripping and Fiberglas screens that won't rot, corrode or stain. For full information on the Thermoseal line . . . or profitable dealerships still available . . . call your F. C. Russell Thermoseal representative, or write . . .

Thermoseal Division

The F. C. RUSSELL Company

Dept. 10 AB 26 • CLEVELAND 1, OHIO • In Canada: TORONTO 13, ONTARIO





How to turn your kitchens into your biggest selling asset!

Get more out of every inch with flexible Youngstown steel Kitchens!

Now with the industry's widest range of units, you can turn small areas into complete kitchens that help sell homes. The kitchen above, for example, fits F.H.A. requirements and offers more of the features women look for!

- Mass production gives you top quality at the lowest possible price!
- 91 fully stocked warehouses give you delivery timed to meet your production schedule!

- The industry's largest advertising campaign pre-sells customers!
- Steel construction can never warp, rot, or swell . . . gives lifetime satisfaction!
- Completely fabricated and painted units . . . ready for immediate installation!

ALL IN COLOR AT NO EXTRA COST!

Your Youngstown Kitchens distributor will gladly help you plan kitchens to suit your needs! Call him, or write: *Director of Marketing, Youngstown Kitchens, Dept. AB-256, Warren, Ohio.*

This compact kitchen meets F.H.A. requirements for a 3-bedroom house!

12	7	8	9	10	11
	5	3	1	4	6

2
 Lineal feet, base 7.5
 Lineal feet, drawer 10.5
 Lineal feet, shelving 29.0

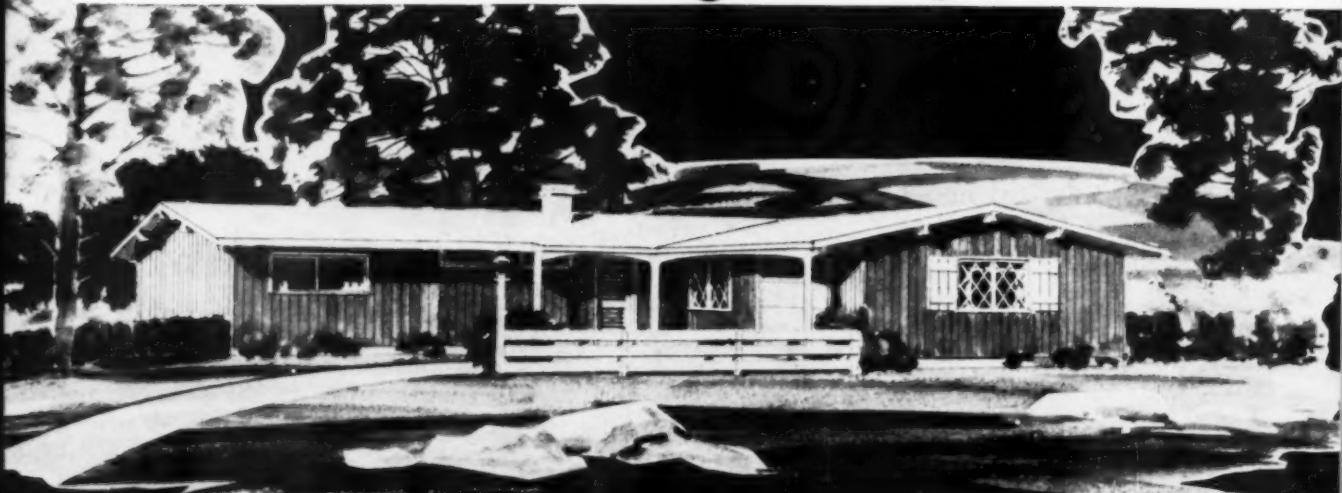
1—36" single-handle faucet Diana Cabinet Sink
 2, 3, 4—24", 18", and 30" base cabinets
 5, 6—Built-in oven and cooking top
 7, 8, 9, 10, 11—18" and 30"-high wall cabinets
 12—25" x 25" corner top



Youngstown, Kitchens
 STEEL
 FOR THAT NEW HOME LOOK

SOLD IN THE UNITED STATES, CANADA, AND MOST PARTS OF THE WORLD • MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

Here's the Opportunity of the year! SHARE IN



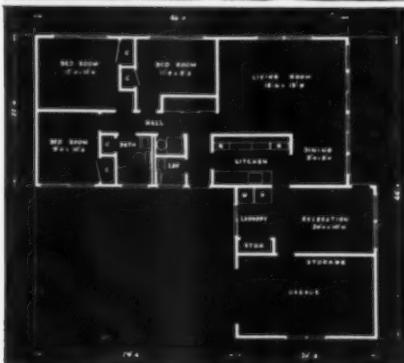
MAY ISSUE

Better Living

.. in cooperation with the AMERICAN



"New Freedom Home" featuring the latest in automatic GAS appliances.



More than 2,300,000 super market customers will read about RANCH WESTERN'S revolutionary new designs featuring the seven room, bath-and-a-half "Lincolnshire Model A". Averaging (with lot) in the \$16,000 range, this house incorporates all of the latest concepts of fabrication and can be erected and finished within ten days!

National promotion, featuring six pages of editorial with full color illustrations, will include the location of every model and the name of the builder as a tie-in feature!

Local promotion by the A.G.A., acting thru your gas company, will produce a full scale campaign in your community to direct thousands of prospective buyers to your models!

The complete packaged house, including exact duplication of the furnishings and decor as shown in Better Living, will be delivered by Ranch Western Homes with provisions for FHA or VA financing through Scholz Homes Acceptance Corp.

You must act immediately! Make arrangements for your models now, in time to tie in with national and local cooperative advertising!

Bonafide Builders: Call collect for complete information.

Ranch Western HOMES

Division of Scholz Homes, Inc., 2001 N. WESTWOOD

TOLEDO 7, OHIO

E IN

TWO GREAT NATION-WIDE BUILDING PROMOTIONS!



JULY ISSUE

House & Garden

...featuring the

1956 "House with a Future"

... this 2500 sq. ft. luxury ranch home planned around patio living; designed by Will Mehlhorn, Architectural Editor of House & Garden, will be the center of one of the biggest custom quality home promotions in 1956.

House & Garden will devote the entire July issue to this home . . . sure to be one of the outstanding ones of the year. You can be part of it—Full attention can

be focused on your quality reputation with your name on the front cover of all July copies in your area—plus the immeasurable benefits of large

scale local TV, radio, newspaper and store tie-ins. Scholz Homes offers

all builders of custom quality homes an unparalleled opportunity to build this outstanding home in their community. You must act immediately! Scholz Homes will deliver the complete package exactly as it will appear in the July House &

Garden feature, together with complete financing through Scholz Homes Acceptance Corporation. Bonafide Builders: Call collect for complete information.



"HOUSE and GARDEN" design
California Contemporary
SCHOLZ HOMES, INC.

2001 N. WESTWOOD, TOLEDO 7, OHIO



MARLITE PLANK AND BLOCK PATENT APPLIED FOR

MARLITE WALLS AND CEILINGS

dramatic way to put a "new look" in remodeling

You can achieve some really exciting effects with new Marlite paneling. Result: Remodeled home interiors (like the one above) take on a bright "new look" that's as practical as it is beautiful.

And you can cut days off completion time, too. Marlite Planks and Blocks with exclusive tongue and groove joint are easily installed . . . cover up old wall surfaces in a hurry . . . eliminate on-the-job painting and finishing. And Marlite's melamine plastic

finish resists moisture, smudges, and stains; wipes clean with a damp cloth.

Build real sales appeal into your next new construction or remodeling project. Plan on Marlite—prefinished in 10 "Companion Colors" styled by Raymond Loewy Associates, plus distinctive wood and marble patterns. See your building materials dealer, refer to Sweet's File, or write Marsh Wall Products, Inc., Dept. 203, Dover, Ohio.

that's the beauty of **Marlite®**

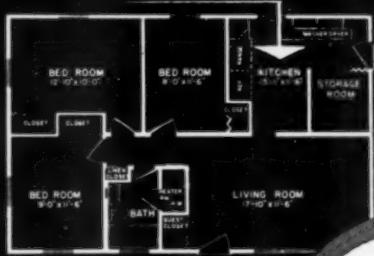
PLASTIC-FINISHED WALL AND CEILING PANELING

Another quality product of Masonite® research

You can't
top this
VALUE!

Plan Now for Bigger Profits in 1956...Build *Inland homes*

C-640 Series
Available in
6 exteriors, either
left or right hand
models, with
choice of
alternate floor
plan.



36 ft. x 24 ft.
864 sq. ft.

\$2665⁰⁰

INLAND PACKAGE
F.O.B. Piqua, Ohio

Inland Homes are of conventional type construction and appearance. Erected in one day.

The Inland package contains exterior room size panels with double course cedar shales factory applied. Windows, doors and all back-ups factory installed. Pre-assembled interior room sized partitions and complete trussed roof. All roofing material and complete floor systems pre-cut. One half inch gypsum board and interior finish supplied for field applications.

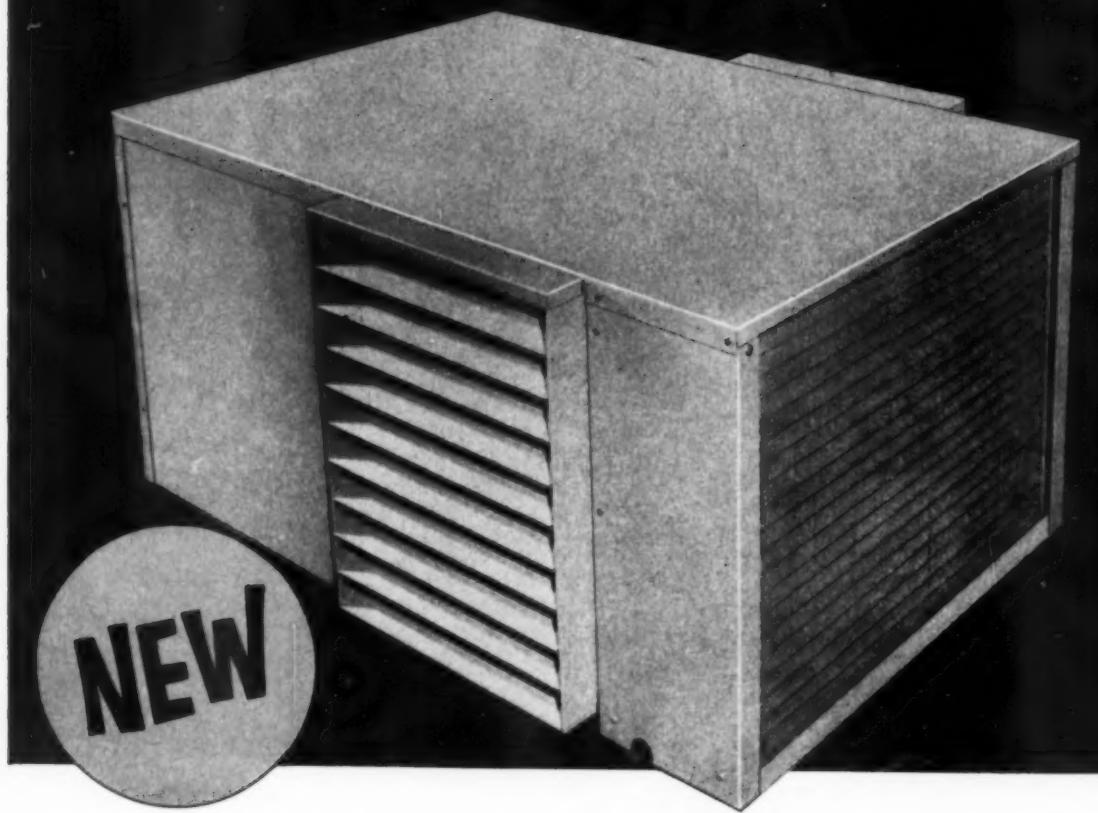
Over 60 different models let you offer a variety of homes, prevents the usual look of sameness found in many projects. Plan now on Inland and realize more profits in 1956. Write us for complete information using your letterhead. Wire or phone for appointment—phone 3880.



Inland homes

501 S. College St.,
P. O. Box 915
Piqua, Ohio, Phone 3880

New . . . from the world leader in home comfort . . .
a brand new kind of low-cost, quality, air-conditioning



LENNOX

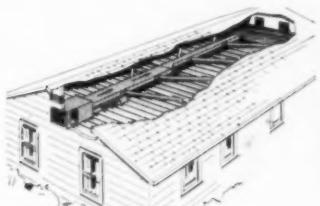
Whole-house
cooling at about
the cost of
heating

Self-
contained
unit . . . no
plumbing
necessary

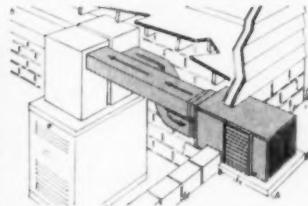
Compact,
100% hermetic
design . . . fully
air-cooled

2, 3 and
5 ton sizes
to fit any
home

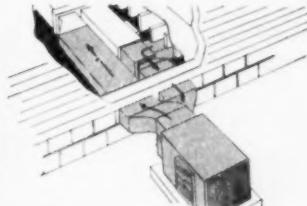
Compact, hermetic design for low-cost installation in any home



IN ATTIC WITH LOUVERS—Condenser inlet installed flush with wall. Exhaust louvers removed from unit and mounted in opposite attic walls. Condenser exhaust ventilates attic—cuts operating costs up to 20%!



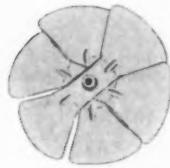
IN BASEMENT WALL—Condenser half of unit projects outside of basement, with evaporator half inside. Ductwork ties into any type warm air furnace. (Can also be installed on slab outside of basement.)



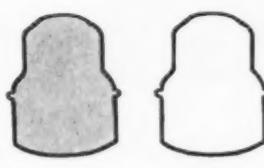
OUTSIDE CRAWL SPACE—Duct-work feeds into horizontal-flo furnace in crawl space, or up into furnaces at main floor level. (Can also be placed half in and half out of crawl space.) Automatic damper available.

Call your Lennox dealer-expert about many other practical applications of the Lennox Stowaway

Advance-engineered for quiet, efficient, low-cost operation



NEW POWER PROP—Lennox exclusive new Power Prop pulls 25% more air through condenser. Unit can be mounted without regard for wind direction. Six overlapping steel blades pump air quietly, smoothly—at 10% less power cost!



TWO-STAGE COOLING—Two compressors provide custom comfort for up to 15% less cost than single stage design. One runs continuously for normal cooling; one is "on call" for extra-hot days, party nights. Manual or thermostat controlled.



PULL-THROUGH DESIGN—Air is pulled through condenser which traps rain—keeps unit and electrical components dry. Operation is quieter, efficient. Exhaust air can be discharged into attic for forced air circulation at no extra cost.

STOWAWAY

AIR CONDITIONER

**Look to Lennox for all your
heating and air conditioning needs**

Lennox manufactures the most complete line of warm air heating and central air conditioning equipment in the world. All sizes and types for all fuels, for all locations. More than 5,600 trained dealer-experts are ready to take over your heating and air conditioning problems; offer planning guidance, prompt installation and service, complete merchandising programs.

It's good business to buy

LENNOX

through 5,606 dealer-experts

Lennox Industries Inc., founded 1895: Marshalltown and Des Moines, Ia.; Syracuse, N.Y.; Columbus, O.; Ft. Worth, Texas; Los Angeles, Calif.; Salt Lake City, Utah; Decatur, Ga. In Canada: Toronto, Montreal, Calgary.





Copyright 1958, N.H.C.

10 BIG Reasons Why More and More Leading Builders Prefer Building National Homes

THREE OF THE COUNTRY'S LARGEST BUILDERS WHO NOW USE NATIONAL HOMES



Alan L. Carney,
President
Carney American Building
Corporation
White Plains, New York
(Westchester County)



D. C. Johnson,
President
Newlin-Johnson
Development Co.
Terre Haute, Indiana



Percy Andrews
Andrews and Doggett
Tyler, Texas

Here are just a few of the competitive advantages that give National Homes builder-dealers an increasingly large share of the housing market.

• **TRAINED ORGANIZATION** to assist with land acquisition, site planning, and the dealer's entire building program.

• **HOUSE PACKAGE** that represents two-thirds of the building job. This is delivered to the site on schedule for the most economical use of local labor. There is no need for warehousing or inventory.

• **FASTER COMPLETION TIME** that means a more rapid turnover of capital and a higher dollar volume of profit.

• **FAVORABLE FINANCING OF VA OR FHA-APPROVED MORTGAGES** by the National Homes Acceptance Corporation and more than 600 leading financial institutions.

• **ADVERTISING AND SALES PROMOTION**, on national and local levels, of our brand-name National homes.

• **HOMES PROFESSIONALLY DESIGNED** by Charles M. Goodman, AIA, and color-styled by Beatrice West, both foremost authorities in the home field.

• **DOZENS OF FLOOR PLANS** and hundreds of exterior variations to suit every need and desire.

• **HOMES PRODUCED BETTER** and more economically . . . by the assembly-line methods of modern manufacturing . . . which means a lower selling price.

• **MASS PURCHASING** of brand-name materials results in higher quality and in important savings that are passed on to the home buyer.

• **ALL THE ADVANTAGES** of a 25,000-house-a-year builder regardless of the size or location of his community.

For more information on how you may join the most successful home building team in the country today with a National Homes builder-dealer franchise, contact me personally. JAMES R. PRICE, President, National Homes Corporation, Lafayette, Indiana.

ONE OUT OF EVERY 48 HOMES BEING BUILT IN AMERICA TODAY IS PRODUCED BY . . .



**ENTIRELY NEW
AND WONDERFUL
WAY TO ENCLOSE
BATHTUBS**

*a sliding, folding
tub-shower door!*



TUB-MASTER IS MADE WITH HIGH-IMPACT DYLENE PLASTIC. Can't shatter or splinter...has no sharp corners to cut or scratch. Panels fit snugly into polished aluminum frame; won't warp or deteriorate.



NEW FOLDING TUB-MASTER SLIDES SMOOTHLY, QUIETLY for luxurious showering. Translucent doors let in plenty of light, keep out drafts. The bar that fastens enclosure forms a handy towel rack.



TUB-MASTER FOLDS BACK AND STAYS OUT OF THE WAY for bathing children or washing bathtub. By-passes for easy entrance to tub; closes completely for shower. Dries immediately. Cleans like a breeze.

Cleaner than a shower curtain • Safer than glass • Lovelier than either!



CAN BE INSTALLED QUICKLY
Tub-Master comes complete in one package...is easy to lift and handle.

Now—a really exciting innovation to increase the saleability of your houses—the most convenient bathtub enclosure ever made! MODERNFOLD's new Tub-Master has every desirable feature that home-buyers want in a custom-made bathtub enclosure; eliminates everything they don't want. (These photos just start the list!) And there's absolutely nothing else like it for

glamorizing your bathrooms!

Tub-Master comes in beautiful decorator colors that go clear through—won't fade, mildew, chip, flake or peel. It increases the value of the homes you build...helps merchandise them. Call a MODERNFOLD Distributor, he is listed under "Doors" in the classified directory. Or send coupon for complete information.



New Castle Products, Inc.
Dept. B21, New Castle, Indiana

Please send complete information on new MODERNFOLD Tub-Master.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

As advertised in

CELOTEX

REG. U.S. PAT. OFF.

"LIFE-OF-BUILDING" GUARANTEE

on  Insulating Sheathing

Beautiful, powerful full-page color ads in **LIFE** and **THE SATURDAY EVENING POST** are telling millions of America's future home buyers the story of the Celotex "LIFE-OF-BUILDING" GUARANTEE. These ads explain that Celotex Insulating Sheathing is so strong, so effective, so durable . . . its performance is guaranteed for the *entire life of the building*. You can make good use of this guarantee to help you make sales to value-seeking home buyers.

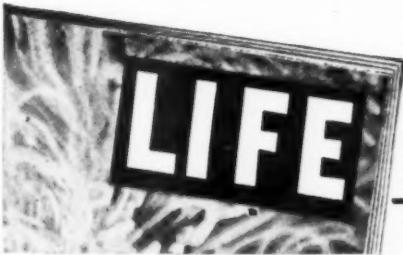
What's more, this Celotex national advertising campaign in **LIFE** and **POST** helps to stimulate home ownership . . . thus aiding the entire building industry. This has been a constant Celotex advertising goal for a third of a century!

LET **CELOTEX** NATIONAL ADVERTISING DO THE PRE-SELLING FOR YOU!

Hard-hitting, effective Celotex national ad campaigns *pre-sell* your prospects on the quality and value of Celotex Products. You can tie in with this month-after-month 1956 advertising by letting your prospects know you use *genuine* Celotex Products in the homes you build. Thirty-five years of national advertising has created nationwide preference for the brand name *Celotex*.

FOR COMPLETE INFORMATION,
CONTACT YOUR **CELOTEX** DEALER





and



Build Better... Build with Genuine



CELOTEX
REG. U. S. PAT. OFF.
INSULATING SHEATHING

THE CELOTEX CORPORATION
120 S. LA SALLE STREET, CHICAGO 3, ILL.

Now—from

Frigidaire

comes the answer to the new
home-marketing challenge

The nature of the home-building field is changing. And this applies whether you build five houses—or fifty.

With the abnormal postwar demand for housing tapering off to more ordinary conditions, competitive pressure puts new emphasis on costs.

Intensified "shopping" on the part of prospective purchasers puts new emphasis on your merchandising—requires you to provide more buyer appeals in your offerings.

Frigidaire Division of General Motors will present you with the means—unduplicated in the industry—of meeting these new demands soundly and profitably.

To be specific:

1. **A COMPLETE LINE** of major home equipment — from heating and central air conditioning units to kitchen and laundry appliances — from a single manufacturing source.
2. **TIMETABLED DELIVERY**, installation and billing in step with your construction schedule.
3. **DIRECT LOCAL SERVICING** available on all units—handled by the most extensive and well trained service facilities in the field.
4. **UNIQUE PRODUCT FEATURES** that hold unduplicated buyer appeal—products not only

stemming from Frigidaire's engineering leadership, but backed by all the resources of General Motors Research and Styling sections.

5. **PRODUCT PRESTIGE** — constantly strengthened by new accomplishments and augmented by national advertising — for convincing evidence of the quality of your homes.

We believe you'll find it wise, in your major equipment planning, to think first of Frigidaire. For you'll see, in every step of the way, that Frigidaire has thought first of *you*.



FRIGIDAIRE

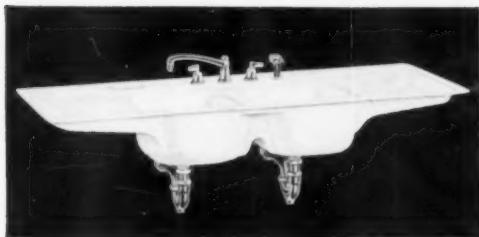
DIVISION OF GENERAL MOTORS



KOHLER

ENAMELED IRON SINKS for building-in

Delafield, 32 x 21", 42 x 21"



Clearfield, 60 x 21"



Mayfield, 24 x 21", 30 x 21"

Check these advantages:

- Non-flexing enameled cast iron** assures rugged strength, controls clatter, provides a solid mounting for disposal units. Constructed in one piece, without joints.
- Acid-resisting** clear through the sparkling, easy-to-clean enamel—available in pastel colors or white.
- Easy to fit** into counter tops, with flat, true rims free from warpage.
- Chromium-plated brass fittings** match the sinks in style and serviceability. High-arched swing spout simplifies the filling of bottles and vases.
- Duostrainers** make the deep, roomy basins water-retaining; removable cups collect waste.

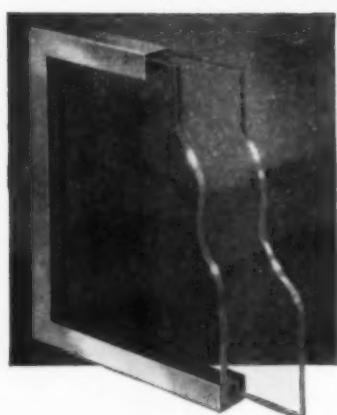
Give your customers the benefit of Kohler quality, maintained by superior materials and workmanship, and thorough testing and inspections throughout every step of manufacture.

Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

Houses really sell when you use



A BIG PICTURE WINDOW, like the one shown here, is a feature that home buyers demand these days. And the consistent, large-scale advertising carried on by Pittsburgh places further emphasis on the value of large glass areas, using Pittsburgh's Twindow®—the window with insulation built in. As shown by the cutaway section illustrated here, Twindow consists of two panes of Pittsburgh Plate Glass with

a sealed in air space between them. The entire unit has a stainless steel frame—an exclusive Pittsburgh feature—which protects the seal and glass edges and makes handling quick, safe and easy. Twindow units offer clear vision, keep rooms warmer in winter . . . cooler in summer. Cold air downdrafts are minimized, and condensation does not form as readily as it does with ordinary single-pane windows.

Every nickel you spend on glass shows. And the results far outweigh the cost.

plenty of Pittsburgh Glass



ONE FEATURE that helps you move your homes faster is the installation of wall mirrors made from Pittsburgh Plate Glass. When buyers see these mirrors in your homes, they know that they are receiving the best possible value; they feel that your houses are superior in workmanship and construction. What's more, wall mirrors give any room in which they are installed the illusion of greater spaciousness. They add a touch of elegance and sparkle to living rooms, dining rooms, bathrooms, and bedrooms.

PITTSBURGH FULL-LENGTH DOOR MIRRORS will impress prospective buyers with the extra value your homes offer. This is a feature which pleases the home-maker. One or two door mirrors in your houses will help make your selling job easier and more profitable. Bedrooms, bathrooms, entrance-ways are logical spots for door mirrors. It takes but a few minutes to put up a Pittsburgh full-length door mirror. They're available in five standard widths—16, 18, 20, 22, and 24 inches—and 68" tall.

Build it better with

Pittsburgh Glass



See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass products.

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

Effective date of the
**NEW WEST COAST
 GRADING RULES**
RULES NO. 15
 will be
**MARCH 15
 1956**

Boards, Dimension and Timbers of Douglas fir, West Coast hemlock, Western red cedar and Sitka spruce will have new grade names instead of numbers beginning March 15, 1956.

NO. 1 . becomes **CONSTRUCTION**



NO. 2 becomes **STANDARD**



NO. 3 becomes **UTILITY**



NO. 4 becomes **ECONOMY**



Not Customarily
 Grade Stamped

There is no change in the identification of Select Merchantable Boards, Select Structural Dimension and Timbers, or vertical grain Clears.



The top grade of flat grain Clears becomes **C & Btr**.

Your free copy of the new grading rules will be mailed to you soon after February 1. Watch for it.

WEST COAST LUMBERMEN'S ASSOCIATION

1410 S. W. MORRISON, PORTLAND 5, OREGON

All Grade Stamps shown are registered, U. S. Patent Office.



Excite your prospects with a **TAPPAN** built-in...
 the distinctive plus that closes your sale

Now—as easily and fast as you can complete an ordinary kitchen—you can put modern, beautiful, sales-building Tappan Built-In Ranges in your homes. New Tappan electric Built-In ovens drop into standard 24-inch oven cabinets.

The Tappan stainless steel cooking top shown above drops into standard 36-inch cabinets and requires *only one rough opening*. No front cut-out for switches. You install it in minutes. Electric cooking tops are also available in 2-element drop-in units and 4-element, 30-inch and 36-inch set-on units. There's even a matching griddle.

**Oven and surface units for every plan and price
 ... loaded with sell-on-sight features**

You can choose the units to fit your plan and price. Ovens in smart Lusterloy or Copperloy finishes with solid or Visualite-Window doors. Surface units to fit any kitchen plan. And all of them have the quality cooking features that have made Tappan the finest name in cooking.

**Special deal for builders!
 Call, wire or mail this coupon today**



New Tappan Electronic Range...
The amazing range of the future!

Tappan is first again, with the revolutionary Electronic Range—proof of Tappan leadership and quality.

Choose electric, electronic or gas...please every buyer

Reduce labor costs, simplify specifications. Let the top name, Tappan, help you cash in big on the built-in trend. Get complete information right away.

Dept. ABB-26, The Tappan Stove Co., Mansfield, Ohio

Please send me complete information and prices on the new Tappan gas, electric or electronic built-in ranges.

NAME _____ TITLE _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

I build homes

I remodel homes

Distinguished

... by design and reputation

PEASE HOMES

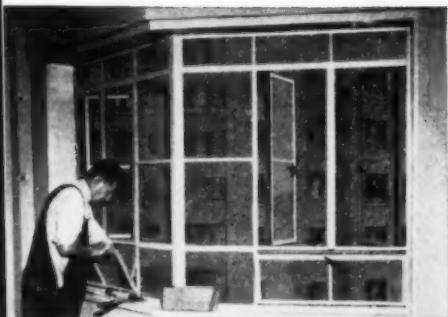


The Longwood . . . one of 34 distinguished plans in the "Book of Pease Homes for 1956." Write or wire for your free copy, and complete data for builders.

PEASE WOODWORK COMPANY • Pease Homes Division

954 FOREST AVE., Hamilton, Ohio

SEVEN reasons why STEEL WINDOWS were selected for New York Housing Development



▲ Mr. Fred Wohlfert, Eastern Steel Sash Co., puts the finishing touches to one of the 24-light corner-angle living room windows. These windows measure 3'11" along one side of the angle and 4'11" along the other, and 4'9" high.

• Mr. Seymour Kaplan, superintendent for General Contractors, S.S. Silberblatt, Inc., lists the reasons why steel windows were chosen for the Forest Houses development. "First," says Mr. Kaplan, "their cost. Steel windows are definitely less expensive than windows of other materials. Second, ease of installation. Steel windows go in in no time. Normally a three-man crew would finish an entire floor—56 to 62 windows—in four hours. Third, strength. Steel windows can take a beating; don't require kid-glove handling.

"Next," continues Mr. Kaplan, "we like their wearability. These

steel windows will really wear; and are an important part of the complete fire-proofing program for the buildings. Fifth, storm-resistance. I've never heard of any storm damage to any steel windows. Sixth, repairs. On-the-job repairs are simple, inexpensive and few-and-far between. And seventh, manpower. Steel windows require fewer manhours to install, and don't need highly skilled labor. With all these good reasons, it's no wonder we used steel windows," finishes Mr. Kaplan.

More and more steel windows are coming to be the first choice of architects, builders, property owners and managers for large jobs like this. For steel is the more sturdy, versatile material for window construction. No matter what type of building you are designing or specifying, there's a steel window that's just right for it.

For more than forty years United States Steel has been supplying window manufacturers with special rolled sections of high-grade open-hearth steel.

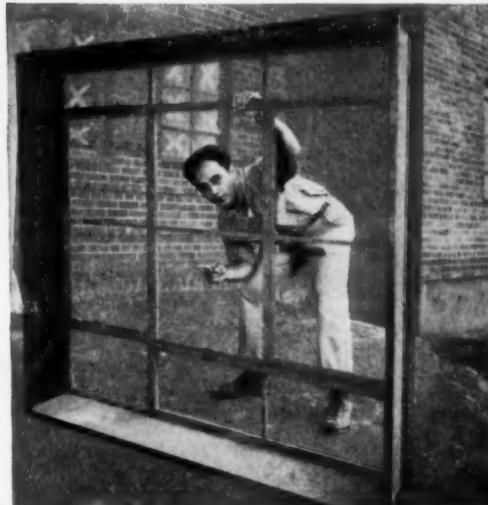


▲ Mr. Seymour Kaplan, superintendent, points out some of the 4,803 steel windows installed in the seven buildings in the Forest Houses, New York City Housing Development, Bronx, New York. Windows were fabricated by Hope Windows, Inc.; were installed by Eastern Steel Sash Co., sub-contractor.

Mr. Seymour Kaplan shows one completely assembled window just before installation.



Look for this label—it is your assurance that the windows you buy are made from quality steel.



UNITED STATES STEEL CORPORATION, PITTSBURGH
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA.

COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS STEEL FOR WINDOWS

UNITED STATES STEEL

Basement for a Vibrapac concrete block home. Note standard 8" units can be used in center of basement as a bearing wall, instead of using conventional steel posts.



"Lower Living Room" replaces basement in modern home building

During the past few years, an overwhelming demand for housing influenced many builders to adopt home designs which could be erected quickly and economically. Such designs often eliminated the basement. Slabs and crawl space were substituted.

The importance of a good basement to sound planning for modern living continued to be apparent, however, as more and more homes were built. So much so that current building practice again emphasizes the basement as basic to a well designed home. The new concept of a base-

ment's place in the home has much to do with this trend. No longer is the excavated area under a house regarded as a "cellar" . . . gloomy, poorly ventilated and usable only for furnace, water heater, laundry and odds and ends. The basement today is actually not a basement at all but a "lower living room." This change has come about through the use of modern scientific construction methods which keep the basement dry, cool and airy in summer and pleasantly temperate in the coldest weather. In consequence, living rooms, studios and even bedrooms are all on the below-ground level in many of the most attractive and comfortable homes being built today.

In the past, the economical construction of a dry, airy and cheerful basement was often a problem. With the increasing use of VIBRAPAC concrete block, this problem has ceased to exist. Produced by automatic machines, VIBRAPAC block is dense and uniformly textured. It is naturally water resistant and

Today's basements are cool and comfortable in summer . . . warm and dry in winter.

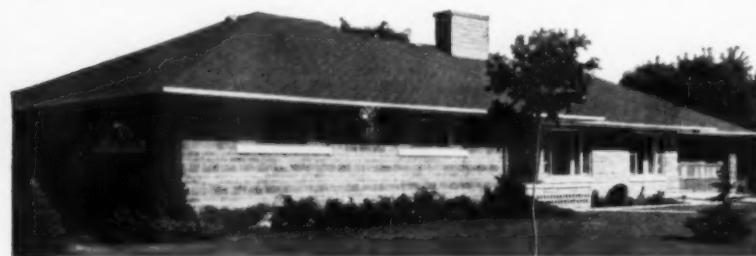


effectively sound proofed. Available in a variety of colors, sizes, and finishes, as well as in split-block innovations, VIBRAPAC block is easily adaptable to any type of architectural design not only for basement construction but for the entire home, as well as commercial and industrial structures of all kinds.

The home built entirely of VIBRAPAC block has long been recognized as one of the best and most attractive examples of good construction practice. And where cost is a major factor, the use of such block is especially desirable. This material can be handled and laid with ease, speed and accuracy, thereby providing marked savings in time and labor. The story of VIBRAPAC block is an interesting and profitable one for builder and home owner alike. Complete literature on request. Write BESSER COMPANY, Box 183 Alpena, Michigan, U.S.A.

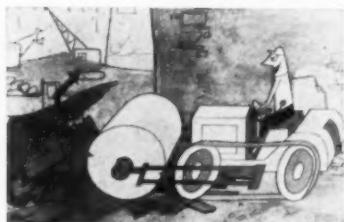


Corner nook in a modern basement recreation room.



Vibrapac block constructed home. Note unusual effects created by using 4" and 8" high block.

NEWS (continued)



Clearance of slums also clears the way to better living for all. Scene from new color cartoon, "Man of ACTION."

New ACTION film

A new tool in the drive of the American Council to Improve Our Neighborhoods against blight is "Man of ACTION," a 13½-minute color cartoon now available on free loan in 16mm. size to adult community groups, industry and television stations through Association Films' regional libraries.

Produced by Transfilm for the national citizen organization and contributed as a public service by the Continental Can Company, the film stars the "Devil's project supervisor, Division of Urban Destruction" as a symbol of the citizen apathy which has made housing decay the major social and economic problem it is today. Taking issue with him is an average home owner whose repairs turn back blight at his own front door and who goes on to organize his community to get rid of slums. When last seen, the villain is hopping a fast freight headed for another community.

NRLDA sponsors courses

For the ninth consecutive year, National Retail Lumber Dealers Assn. will sponsor courses in twelve colleges and universities for employees of retail lumber and building material dealers. The courses will show how to help home owners modernize their homes and how to distribute building materials efficiently and economically.

Curriculum for this year's courses includes subjects such as building product uses and characteristics, estimating building costs, blueprint reading, making it easy for the customer to build, mechanical handling of building materials, modern store merchandising techniques; and how to satisfy the do-it-yourself customer.

Participating institutions are

Michigan State College, North Carolina State College, Ohio State University, Purdue University, Southern Methodist University, State University of New York College of Forestry, Pennsylvania State College, University of Manitoba, University of Massachusetts, University of Minnesota, University of Missouri and University of Washington.

ministration. Formerly managing editor of the Baltimore Sun and general manager, Institute for Advanced Study, Princeton, N. J., he succeeds W. Herbert Welch, who was named assistant to the commissioner for congressional liaison and public affairs.

Two FHA promotions include Charles S. Mattoon, from director of examination and audit to assistant commissioner for operations, and Horace B. Bazan, from budget director to assistant commissioner for administration. Mattoon replaced Henry M. Day, who resigned to enter private business.

Fill 3 FHA posts

H. Kingston Fleming of Baltimore is the new director of public information for the Federal Housing Ad-

The NEW *keyline*...
another

**OVERHEAD SECTIONAL
GARAGE DOOR
DESIGNED
for
ECONOMY**

SIMPLE TO INSTALL, TOO!
The Calder overhead sectional garage door with famous "Wedge Tight" track is widely acclaimed as the easiest and fastest installing sectional door on the market. Calder track makes the door fit like part of the wall... seals in heat... keeps rain and cold out... satisfies your customers!
Normal headroom requirement for Keyline, 10'; less when used with double roller arms.

Calder offers a full line of both residential and commercial doors in a variety of architectural styles to meet all door problems. And Calder's engineering department is always available to help you with special door applications.

FLUSH **PARALINE** **KEYLINE**
LEVELINE **STURDY** **COMMERCIAL**

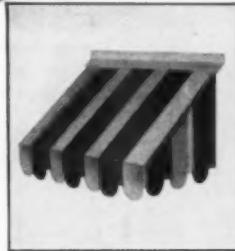
ALL CALDER DOORS MAY BE ELECTRICALLY OPERATED BY REMOTE CONTROL

Free! Catalog gives complete specifications on Calder's full line. Catalog shows the Calder way to achieve custom effects without custom costs when home owners want decorated garage doors. Send for your copies today.


**CALDER
MANUFACTURING CO.
LANCASTER 27, PA.**

25

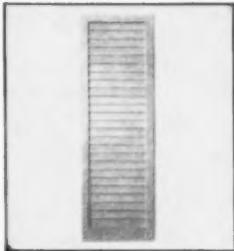
REASONS WHY BELONG IN YOUR



IMPERIAL AWNINGS AND
CANOPIES, 30" TO 95" WIDE



BEL AIR AWNINGS AND
CANOPIES, 5 SIZES



ORNAMENTAL METAL
SHUTTERS



ARISTOCRAT MAIL BOXES,
BLACK OR BRONZE FINISH



RECESSED SHOE RACK, IN
WHITE BAKED ENAMEL



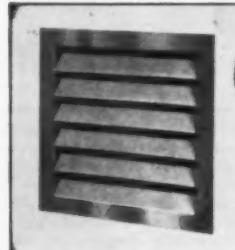
CLOTHES CHUTE DOOR, IN
10" AND 12" SIZES



SWING AWAY GARBAGE PAIL,
10-QT. SIZE



ADJUSTABLE CLOSET RODS,
IN 4 LENGTHS



ATTIC VENTILATORS, FLUSH
OR RECESSED



ROOF VENTILATOR
3 MODELS



MINIATURE VENTILATORS,
2½" AND 1" SIZES



ALUMINUM FOUNDATION
VENTILATOR, WITH OR
WITHOUT DAMPER



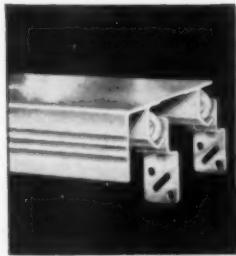
BATH ENCLOSURES,
LEIGHLITE FIBER
GLASS IN COLORS



FOR NEW CONSTRUCTION AND REMODELING

Be sure your building plans for '56 include these and other Leigh products of proven quality. Whether you build new homes or take on remodeling projects, the Leigh line assures exceptional smartness, extra convenience, and added value — all at low cost to you.

LEIGH BUILDING PRODUCTS PROFIT PICTURE FOR 1956!



ALUMINUM TRACK AND FACIA
FOR SLIDING DOORS



MILK AND PACKAGE
RECEIVERS



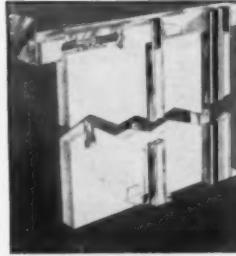
WINDOW BOXES, IN RED,
GREEN, OR BLUE



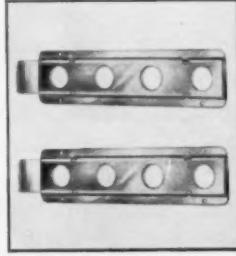
BUILT-IN DUST CHUTE,
WHITE ENAMEL



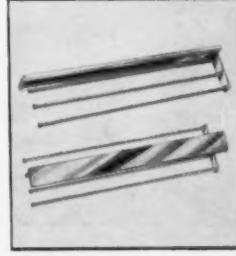
SLIDING DOOR HARDWARE
WITH LOK-TAB*



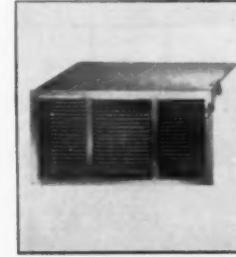
POCKET DOOR HARDWARE
WITH LOK-TAB*



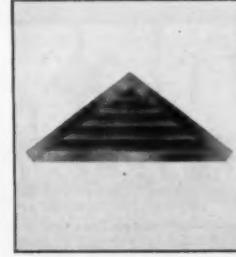
STORM WINDOW VENTILATORS
8 1/4" x 2"



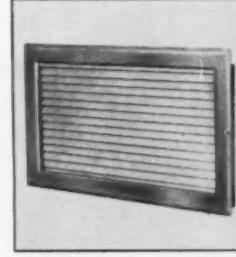
SLIDING TOWEL RACK WITH
NYLON-GLIDES



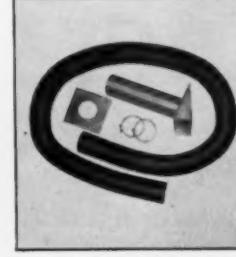
UNDER-EAVES VENTILATORS,
WITH OR WITHOUT DAMPER



TRIANGLE VENTILATORS,
INCLUDING GIANT 4-12 PITCH
MODEL



VISION-PROOF GRILLES, IN
24 SIZES



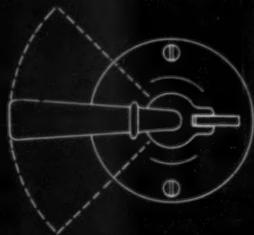
DRYER VENT KITS —
COMPLETE KITS OR
COMPONENTS

Leigh

BUILDING PRODUCTS DIV.
AIR CONTROL PRODUCTS, INC.
GLASS ST., COOPERSVILLE, MICH.

ASK YOUR JOBBER OR WRITE DIRECT

IMPROVED SINGLE BORE



Lock opens with one eighth turn up or down



Strike has elongated holes permitting adjustments



Fingertip side lock on inside rose locks securely



No. 1100 with seamless knob



No. 1101 with French shank knob



Dexter Dialmatic Door Closer No. 80. Ideally suited for use with Single Bore or any Dexter screen and combination door lock.



BY **DEXTER**

for screen and combination doors

Dexter's improved Single Bore Lock is better than ever. It's the ideal, easy-to-install lock for screen and combination doors. Installation requires only minutes . . . just one $15/16$ " hole to bore. Exterior solid brass; interior parts cold-rolled steel. And the Single Bore is another Dexter® Lifetime® Lock.

Mounted counter displays at Dexter dealers

NO LOCK INSTALLS FASTER THAN A DEXTER

DEXTER LOCK DIVISION
Dexter Industries, Inc.

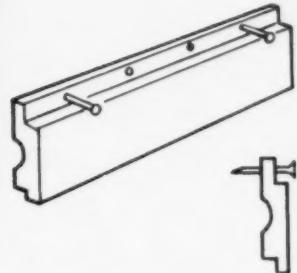
Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario.
In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V., Mexico City.

World's largest manufacturer of locks for screen and combination doors



◀ **EACH BRICK** course ship laps the one below. Mortar seals all joints. Bricks can be nailed to any smooth surface.

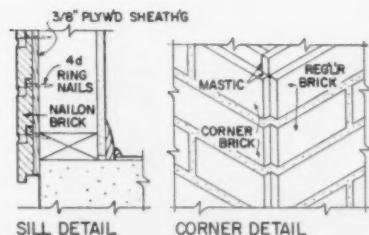


New brick veneer . . . you can nail it on

Real brick, applied with nails and with joints mortared afterwards is now available to builders. Called "Nailon Face Brick" and produced by the Ludowici-Celadon Co., it is a real brick product—real in appearance, texture and size. Virtually indistinguishable from regular brick when applied, Nailon brick forms a veneer about 1 inch thick—about $\frac{1}{4}$ the size of regular brick. Lighter in weight and non load-bearing, it does not require an extra-wide foundation to support it. Each brick is attached to any smooth nailing surface with 4d aluminum nails through holes perforated in the flange on the

top edge and is self-positioning. Each brick course ship laps over the one below so nail heads are protected. Joints between courses, are filled with mortar. The mortar can be applied with a calking gun or tuckpointer's trowel. Because mortaring can be left until an entire wall is completed, the bricks can be applied in cold weather, mortared later when the weather moderates. Nailon bricks are available in 2 face sizes: $2\frac{1}{2} \times 11$ " and $2\frac{1}{4} \times 8$ " and in smooth, weathered or special finish. Price: about \$6.00 sq. ft.

Circle No. 2073 on Reply Card, p. 216



SILL and corner detail are shown. Cut bricks to length with guillotine-type cutter or score with mason's saw and break.



NAILON BRICK is ideal for new construction or remodeling. Remodeled house shown above was Nailon brick veneered over original clapboard surface.

OTHER NEW PRODUCTS IN THIS ISSUE

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Building Specialties	p. 166 ▶
Plastics	p. 172 ▶
Insulation	p. 174 ▶
Tools	p. 174 ▶
Windows, Doors, Screens	p. 178 ▶
Ventilating, Heating	p. 188 ▶
Directory of Available Literature on Prefabs	p. 97 ▶

Bathrooms, Kitchens . . .



New packaged kitchens take up little space

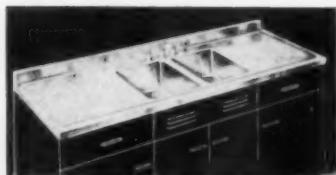
The line of packaged kitchens made by General Air Conditioning Corp. includes models called the "General Chef Twin" units with range, oven, broiler, freezer, twin sinks and refrigerator. These twin units are available with garbage disposer. Units are also available as either gas or electric cooking and baking units. List of Model E-600 (not shown): \$564.95 (F.O.B. Warehouse), General Air Conditioning Corp., Dept. AB, Attn. W. H. Laband, 4542 East Dunham St., Los Angeles, Calif.

Circle No. 2074 on Reply Card, p. 216



Only the food gets hot in microwave cooking taking one sixth the time required in a conventional oven. The range automatically shuts off when cooking is completed. Price: \$1,200. The Tappan Stove Co., Dept. AB, Attn. Alan P. Tappan, Mansfield, Ohio.

Circle No. 2076 on Reply Card, p. 216



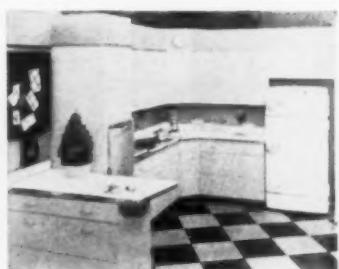
Cabineteer stainless steel sink tops increase line to 15

Five new standard sizes have been added to the line of Cabineteer stainless steel sink tops manufactured by Just Mfg. Co. This increases the number of stock sizes to 15, including 42" and 48" lengths in single bowl, single drainboard styles, 54", 60", 66", 72", 84" and 96" lengths in single bowl, double drainboard models and 48", 66", 72", 84" and 96" lengths in double-bowl, double-drainboard models. Just Manufacturing Co., Dept. AB, 9234 King St., Franklin Park, Ill.

Circle No. 2075 on Reply Card, p. 216

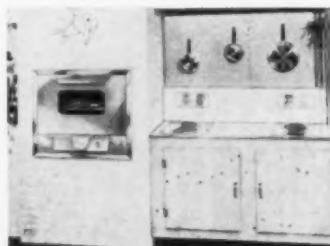
Electronic range features cool cooking

A new electronic range that cooks by microwave energy is now available from the Tappan Stove Company.



companion shades. New design features include self-closing drawers on nylon rollers, rounded corners inside drawers for easy cleaning, recessed sink fronts. Built-in oven and countertop range cabinets, roto-base corner cabinets and fan cabinets are among the feature units. Capitol Kitchens, Dept. AB, East First Ave., Roselle, N.J.

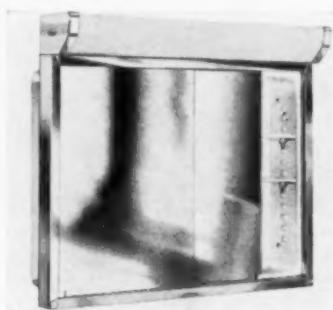
Circle No. 2078 on Reply Card, p. 216



Gibson built-in ranges have push button control

These built-ins by Gibson include a 6x24x20" oven featuring an automatic and minute timer and interior light. Gives thermostatically controlled heat to prevent under- and over-cooking. Range available with 2 or 4 units. All have push button controls. Gibson Refrigerator Co., Dept. AB, Greenville, Mich.

Circle No. 2077 on Reply Card, p. 216



Bathroom cabinet has twin recessed cabinets

Grote's Model S-605 bathroom cabinet is 27 $\frac{1}{8}$ " x 19 $\frac{3}{4}$ " in overall dimensions, with twin recessed cabinets, and two sliding-door mirrors. The steel body is Sealtex treated, finished in white enamel. List price: \$41.00. Grote Mfg. Co., Inc., Dept. AB, Attn. R. McDonald, Bellevue, Ky.

Circle No. 2079 on Reply Card, p. 216

CONTINUED ON PAGE 166

Twelve-color choice in "new look" kitchen cabinets

Capitol's steel kitchen cabinets have been completely redesigned and are available now in 12 colors plus white. Six are "color-flecked" finishes, a multi-colored effect with exceptional durability and easy maintenance. Interiors are in plain

For more helpful suggestions on planning your 1956 bathrooms, see, "Why Do These Bathrooms Help Sell Houses?" on pages 98-103 . . .



DOOR PROBLEMS?



THE ANSWER IS AS
CLOSE AS YOUR PHONE



SAVE TIME? One man can install 24 a day!
 SAVE LABOR? . . . One man does the work of 6 men!
 SAVE MONEY? . . Reduces payroll and payroll taxes!
 SAVE WASTE? Nothing is left over!
 SAVE WORRY? Only one item to buy and nothing to fit instead of 6 items!
 SAVE SKILL? Nothing to do but drive nails!

DO A BETTER JOB? Replaces handwork with machine precision!
 QUICKER COMPLETION? Finish the job days sooner!
 INSTALLS IN 20 MINUTES? Stops guesstimating — Figure 3 per hour!
 BETTER MATERIALS? You get the best in Ready Hung Doors!

PICK UP YOUR PHONE and call for READY HUNG DOORS

CALL YOUR LUMBER DEALER • READY HUNG DOORS MADE BY THESE LEADING WHOLESALERS!

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 Iroquois Millwork Corp.
 BALTIMORE, MD.
 C. W. J. Smith Lumber Supply, Inc.
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 National Woodworks, Inc.
 BOSTON, MASS.
 A. W. Johnson & Co., Inc.
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 CINCINNATI, OHIO
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 CLEVELAND, OHIO
 The W. H. Johnson Co.
 Massillon, Ohio

BATON ROUGE, LA.
 Duglas Sash & Door Co.
 DENVER, COLO.
 Lumber Dealers, Inc.
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 Southwest Sash & Door Co.
 LOS ANGELES, CALIF.
 Ready Hung Door Mfg. Co.
 MARION, IND.
 General Millwork Corp.

NEW YORK, N. Y.
 Baileys-Whaleson Co.
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 OAKLAND, CALIF.
 Ready Hung Door Mfg. Co.
 PITTSBURGH, PENN.
 Imperial Sash & Door Co.
 ROCHESTER, N. Y.
 The W. H. Johnson Co., Inc.
 SAN ANTONIO, TEXAS
 Ready Hung Door Mfg. Co.
 SEATTLE, WASH.
 Acme Millwork, Inc.
 Kirkland, Wash.

Sioux City, Ia.
 Johnson Millwork Co.
 ST. LOUIS, MISSOURI
 Furr-Schilling Sash & Door Co.
 ST. PAUL, MINNESOTA
 Minnesota Wood Specialties, Inc.
 SYRACUSE, N. Y.
 Imperial Sash & Door Co.
 TORONTO, CANADA
 C. Lloyd & Son Limited
 WACO, TEXAS
 Frank Stevens Sash & Door Co.

READY HUNG DOOR CORP., FORT WORTH, TEXAS



Versatile



ARKANSAS SOFT PINE PANELING Gives You 3 Grades To Choose From



EARLY AMERICAN



VERMONT



DUTCH COLONIAL



FIRESIDE



PILGRIM



PICKWICK

That means you can now specify paneling in Clear, Knotty or, like the interesting installation above, in Character Marked. More than that, you have a choice of standard patterns (illustrated) in widths of $5\frac{1}{4}$ ", $7\frac{1}{8}$ " and $9\frac{1}{8}$ " for a wall of random or uniform widths.

Arkansas Soft Pine wall paneling is superior, because it has resin-free soft texture, fine grain and a pleasing natural figure which supplies beautiful decorative qualities under today's popular transparent finishes. These are evenly absorbed through the wood's satin-like surface which is ideal for either dull or glossy effects.

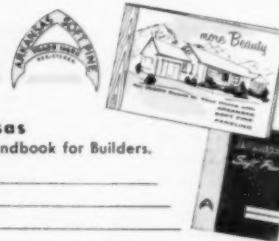
Revised specifications for attractive new finishes in assorted up-to-date colors have been developed recently in collaboration with leading paint manufacturers and are available through authorized local paint dealers.

All necessary data for specifying, installing and finishing Arkansas Soft Pine paneling is contained in these comprehensive books which are yours for the asking. Just mail coupon now.

Arkansas Soft Pine paneling, interior trim, moldings, siding, sheathing and dimension are sold by local lumber dealers east of the Rockies.

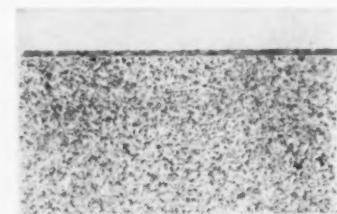
TEAR OFF AND MAIL
ARKANSAS SOFT PINE BUREAU
156 Boyle Building • Little Rock, Arkansas
Please send copies of Brochure on Pine Paneling and Handbook for Builders.

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ADDRESS _____
CITY & STATE _____



AMERICAN
BUILDER NEW PRODUCTS

BUILDING SPECIALTIES



Plywood core material has bonding strength

Granite board, a new dimensionally stable core material for plywood and plastic laminates, is said to have bonding facility, bonding strength, and workability in every direction. Long-fiber wood is interlocked and distributed equally. Aetna Plywood & Veneer Co., Dept. AB, 1731 N. Elston Ave., Chicago 22, Ill.

Circle No. 2080 on Reply Card, p. 216



Aluminum construction shed goes up in under an hour

The Aluma Shed, an aluminum construction shed, is a weatherproof construction hut that can be erected in less than an hour. Built of new corrugated sheet aluminum, aluminized angle iron and zinc-dipped bolts and nuts, the shed can be moved from job to job. Price: \$129.50. Leighton Products, Dept. AB, 104 Greenleaf St., Rochester, N.Y.

Circle No. 2081 on Reply Card, p. 216

Metal corner for drywall available in 100 ft. rolls

Flex corner, a metal corner for drywall construction, is packaged in 100-ft. continuous rolls. Comes in a dispenser box which helps eliminate waste. Applied as ordinary paper tape. Reversible and flexible. Steel Corner Tape Corp., Dept. AB, 106-09 Rockaway Blvd., Ozone Park 17, N.Y.

Circle No. 2082 on Reply Card, p. 216

AMERICAN BUILDER



Kitchen Cabinets Courtesy NATIONAL KITCHENS

So you think you've seen

BUILT-IN OVENS?



You've never before seen an oven with The Magic Door. Press a button—the door opens. Press another button—it closes, automatically, tightly sealed. Or use it manually, if you choose. Look inside, the interior is Satin Chrome for easy cleaning and permanent brightness.

See the clever new sloped-front range control panel. All knobs are now in full view. No twisting, turning or bending to use the surface units.

Now, for more wonderful details that set NATIONAL BUILT-INS way ahead of the field: Vented opening sloped downward to prevent discoloring cabinets and to provide uniform heat within. Easy to use front-to-back

rotisserie in marvelous rotisserie holder. New Johns-Manville solid vat-type insulation. Thickest door on the market to prevent warpage and to withstand accidental abuse. And lots more that you can read about in our brand new colorful brochure.

NATIONAL BUILT-INS are available in Satin Chrome or Antique Copper. It's the line that will make the kitchen by far the most exciting room in the house, because it will soon be the most talked-about built-in ever created.

Four models in gas or electric give you a wide choice for any home, no matter what the price range.

Write for complete color brochure with specifications.



National Stove

151 Avenue A, Bayonne, New Jersey • HEmlock 6-8200

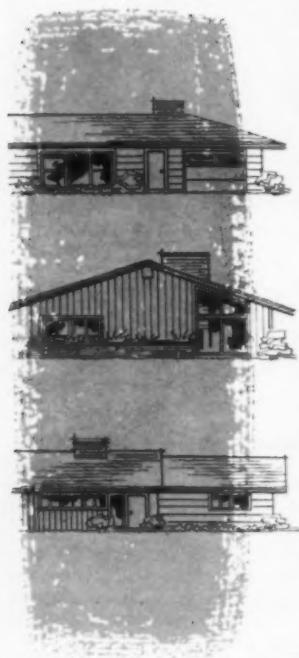
For Kitchen Cabinets, write NATIONAL KITCHENS • For Bathroom Vanities, write NATIONAL VANITY • Bayonne, N. J.

Manufacturers Representatives: Some select territories still open. Write.

Prefabricated homes are setting the pace...



in styling, planning, construction!



Designed by the nation's top architects, prefabricated homes are years ahead in styling and planning for modern living. Costs are accurately figured before you start construction. This simplifies financing, eliminates guesswork and cuts risks.

Compared to a 50% increase in total housing starts between 1948 and 1955, prefabricated home building increased well over 200%. Records show that builders who formerly put up 8 to 10 homes a year are now erecting prefabricated homes by the score.

Learn the advantages of a dealership. Write for a list of leading home prefabricators.



PREFABRICATED HOME MANUFACTURERS' INSTITUTE

925 20th Street N.W., Washington 6, D.C.

For sample copy of *H* the Magazine of Prefabrication, send request on your letterhead.



AMERICAN BUILDER NEW PRODUCTS

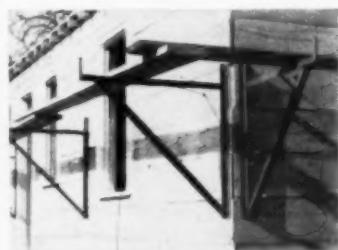
BUILDING SPECIALTIES



Built-in custom music and intercom system

Melody Master brings music to every corner of the home at the flick of a switch, through concealed speakers connected to a radio built into the wall. A complete intercommunication system enables a conversation to be carried on with any one room or all rooms at the same time. Also included is a front-or rear-door speaker which serves to identify all callers. List price of Model 700-I (including intercom system and music system): \$174.50; Model 700 (music system alone): \$149.50. Quantity discounts available. Melody Master, Dept. AB, Attn. John E. Clemons, 312-14 Mt. Pleasant Ave., Newark, N.J.

Circle No. 2083 on Reply Card, p. 216



Folding building brackets fit on 16 in. studding

Built to fit on 16" studding, the Sloan line of wall construction brackets comes in 3, 4, 5-ft. sizes, and 4 and 5-ft. sizes for the lower rambler. The corner bracket comes in 4 and 5-ft. lengths. Scaffold brackets come with left- and right-hand sway braces. L. J. Sloan Scaffold Bracket Co., Dept. AB, 1715 West 72d St., Minneapolis 23, Minn.

Circle No. 2084 on Reply Card, p. 216

Y ou, Mr. Builder, can cut



piping and labor costs



save space and add a real selling feature

to your homes by installing

automatic Electric Water Heaters!

You're always interested in holding down construction costs and saving space in the homes you build—so you'll want to hear how thousands of builders do that by installing *Electric* Water Heaters.

They install this appliance near where the hot water is needed. They avoid long pipe runs, which saves on piping, time and labor. Because this type of water heater can be installed anywhere, it uses space to the best advantage. You see, there's no flue or vent to provide for. All of which means lower installation cost.

Home buyers like the *Electric* Water Heater, too. Its complete insulation—top, bottom and sides—(holds heat like a giant vacuum bottle) keeps water hot. Heat loss through piping is reduced to a minimum. Operating cost is kept low. Operation is completely automatic and trouble-free for years. So you have a real selling feature, as well as a saving. You have it, that is, if the water heaters are *electric* in the homes you build!

ELECTRIC WATER HEATER SECTION
National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

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FAIRBANKS-MORSE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD
KELVINATOR • LAWSON • MONARCH • NORGE • PEMCO • REX • RHEEM • SEFCO
A. O. SMITH • THERMOGRAY • WESTINGHOUSE



BE MODERN...
live Electrically!

Cut costs, sell homes faster with...
ELECTRIC WATER HEATERS

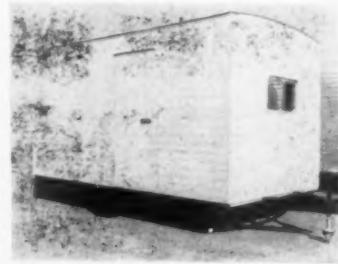
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New York 17, N. Y.

Please send me—FREE—a copy of 12-page booklet, "THE STORY OF YOUR SILENT PARTNER."

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Company Name _____
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City, Zone & State _____

BUILDING SPECIALTIES

Utility trailer eliminates
sheds and shanties

A mobile storage room which doubles as tool room, machine shop, field office or workman's change room is now offered by International Trailer (Model 17-U), in 17' size. Contains over 100 sq. ft. of floor area, 668 cu. ft. of storage space, metal exterior and door, 3 opening windows. Retail price: \$900 complete. International Trailer Co., Inc., Dept. AB, 5712 Erdman Ave., Baltimore 5, Md.

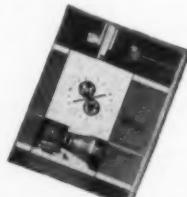
Circle No. 2085 on Reply Card, p. 216

Sales Start at Doorway When Glass Greets Prospect

Continuing sales have proven to Fischer & Frichtel, St. Louis County builders, that today's home buyer is sold on contemporary design. And nothing is more modern than translucent glass. "Buying starts at the door", says Ed Fischer and "we found that Mississippi Bandlite helps dramatize the interior, set the stage for the sale".

Translucent glass floods interiors with flattering "borrowed light" . . . makes them appear larger, friendlier, more liveable. And glass adds an air of luxury, for it is modern, practical, beautiful. And glass is so easy to install and maintain. It eyes right and sells on sight!

Buyers want that "different look". See your nearby Mississippi distributor and select from a variety of patterns and surface finishes that can add extra sales appeal to your homes.



Write today for free catalog. Address Dept. 34. Samples on request.

MISSISSIPPI Glass COMPANY

88 ANGELICA ST.
NEW YORK & CHICAGO



SAINT LOUIS 7, MO.
FULTON, CALIFORNIA

WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

All-purpose paints for
inside or outside use

A new line of paint called Sta-Dri Acrylicote for inside or outside use on masonry and all other surfaces is self-priming, self-sealing, non-toxic, non-fading, and quick drying. It can also be used on fabric, paper, stucco and asbestos shingles. The new paint is resilient and flexible so that it does not check or show hairline cracks. The American Sta-Dri Co., Dept. AB, Brentwood, Md.

Circle No. 2086 on Reply Card, p. 216

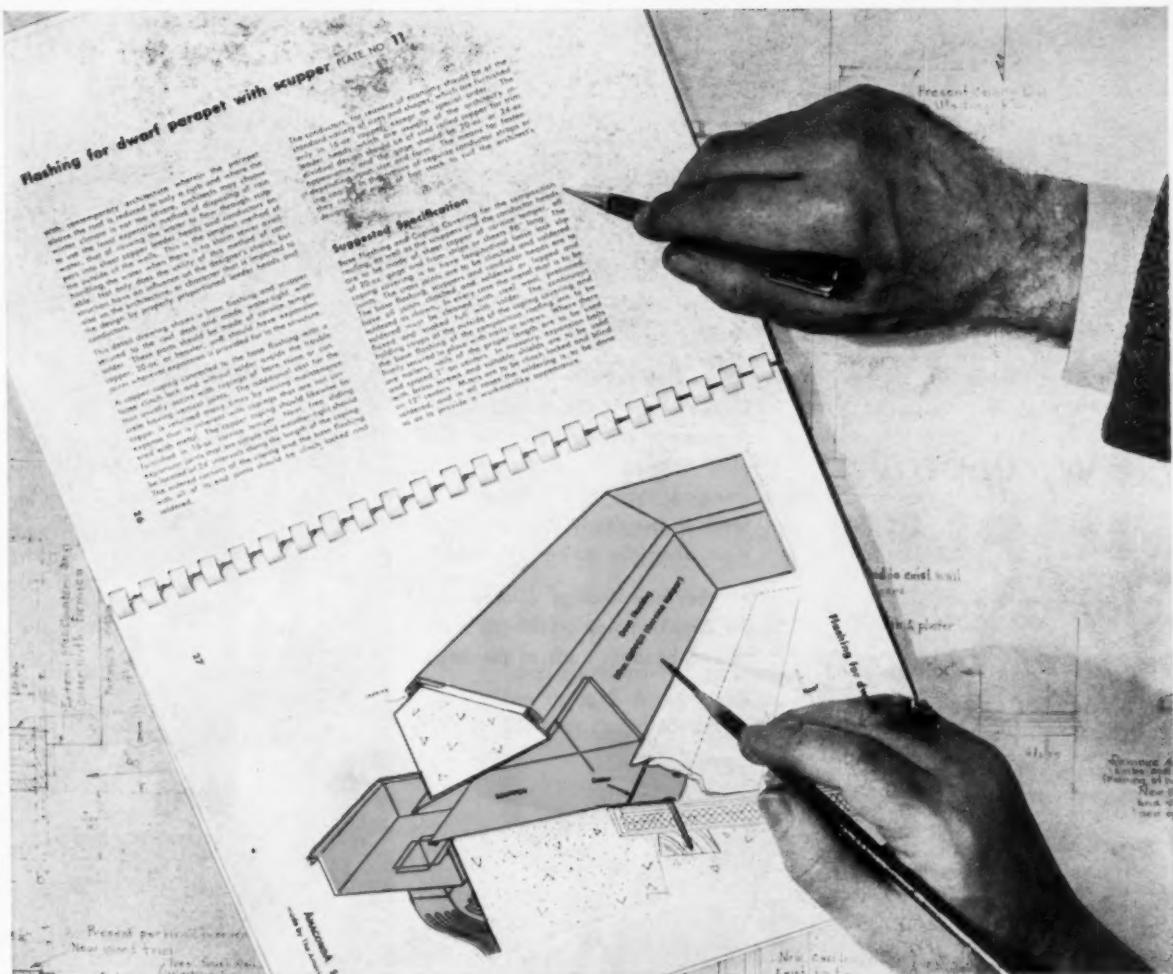
PLASTICS

Vinyl-asbestos tile
added to Matico line

A new cork pattern in vinyl-asbestos tile has been added to the Matico line. Maticork has previously been available in asphalt only. It will now present three cork shades—light, medium, and dark, in 9x9 size and $\frac{1}{8}$ " and standard gauge thickness. Mastic Tile Corp. of America, Dept. AB, Houston, Texas.

Circle No. 2087 on Reply Card, p. 216

NEW guide to modern sheet copper practices



104 pages of detail drawings—recommended practices—suggested specifications

Many new drawings—latest information. This new book has the basic construction details previously issued—plus many new drawings and recommendations reflecting current trends in contemporary architecture. All details and specifications embody up-to-date knowledge concerning the use of copper in sheet metal work.

Easy to use. It opens easily, lies flat. The recommended practices and suggested specifications are on the page facing the drawing. Subjects are easy to find, as drawings are in a logical sequence according to type of detail.

Designed for the Architect, Specification Writer, Sheet Metal Contractor. The book is not a definitive text—but rather a practical guide with clear, brief suggestions for meeting everyday problems—on the drawing board, in specifications, on the job.

for better sheet metal work use

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 Architect Builder Sheet Metal Contractor



New, Improved **SIMPLEX** folding stairway

QUALITY AT LOW COST

for effortless operation Balanced Spring Action

● Simple and easy to operate

No adjustments necessary. All parts interchangeable.

● Rugged and strong

Manufactured of highest quality materials—No. 1 kiln dried lumber throughout. All hardware fabricated of heavy steel.

● Two standard sizes

8'9" and 9'9". For ceiling heights 7'0" to 8'9", use 8'9". For ceiling heights 8'9" to 9'9", use 9'9". (Slight additional cost for 9'9" size.) Frame made to fit 26" x 54" opening in ceiling. Figure from finished floor to finished ceiling. Trim is not furnished.

● Shipped in one package—completely assembled

Requires very little installation expense. Shipping weight, 8'9", 53 pounds; 9'9", 56 pounds.

● Manufactured in Precision's modern plant

A Precision-built product engineered and built for ease of operation and for durability. All parts secured by bolts and screws—no nails.

Approved by leading architects, builders, and lending agencies.

Stocked by over 200 jobbers in the U. S. and Canada

Write for illustrated folder today! Dealer inquiries invited.

● Don't overlook storage needs in building the modern home. The new, improved Simplex Folding stairway, built by Precision, is the most economical way of providing adequate storage space. Hundreds of thousands of Precision-built stairways are now used in homes throughout the United States and Canada.

Double hinges on each folding joint of the Simplex Folding Stairway make this stairway stronger and more rigid than ever!

One of the most outstanding improvements this year on the Simplex Stairway is a heavy duty swinging type door hinge. This hinge is completely concealed from view when the stairway is closed.

Another new feature offered with the Simplex Folding Stairway is the tie rod beneath each of the steps.



PRECISION PARTS CORPORATION

400-AB NORTH FIRST STREET NASHVILLE 7, TENNESSEE

AMERICAN
BUILDER **NEW PRODUCTS**

PLASTICS



New Formica design suited to large wall areas

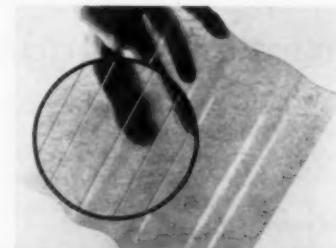
Milano, a new design in Formica, is produced by an exclusive new kaleidoscopic process that varies the pattern, never creates two sheets exactly alike. Used for large bathroom wall areas, as well as counter surfacing for kitchens, baths and built-ins, Milano comes in three muted colors: antique, gray, and pink. The Formica Co., Dept. AB, 4614 Spring Grove Ave., Cincinnati 32, Ohio.

Circle No. 2088 on Reply Card, p. 216

Vinyl-sheathed pool installed at low cost

The Award Pool, constructed of high-quality Boltaflex, can be installed at a price of about \$1,695. The vinyl sheathing construction process is simple—only side walls of concrete, gunite, concrete block, or wooden frame are required. No franchise fee necessary. Award Pool Division, Davis Products, Inc., Dept. AB, 1631 Tenth St., Santa Monica, Calif.

Circle No. 2089 on Reply Card, p. 216



Filon plastic panels

Filon, a polyester thermosetting plastic panel, reinforced with Fiberglas and nylon has unlimited indoor and outdoor uses in homes, industry and commerce. It's shatterproof, diffuses light, weather and fire resistant, and comes in 20 translucent colors. Filon Plastics Corp., Dept. AB, 2051 East Maple Ave., El Segundo, Calif.

Circle No. 2090 on Reply Card, p. 216

Why buy a truck in the dark?



*"Oh, kick me!" cries Merchant Neal,
In a posture hardly genteel.*

*He bought trucks in haste,
Then the costly fact faced,
That he'd missed the Dodge Dealer's Deal!*



If you buy a new truck after looking at only one make, it's like making a deal in the dark. A smarter way to buy is to "spotlight" real truck value—weigh and compare competitive claims with these Dodge truck facts:

Most standard V-8 horsepower of all leading makes— $\frac{1}{2}$ -ton through 3 $\frac{1}{2}$ -ton range. You'll make faster trips—get more work done!

Shortest turning radius. You'll maneuver in traffic, and park more easily.

Biggest cabs, with biggest wrap-around windshield. You'll enjoy more comfort, safer vision.

Highest payload capacities . . . pick-ups providing up to 22% more payload than others.

Prices down with the lowest.

Next truck you buy, don't deal in the dark.
Turn a bright light on the facts. See Dodge
before you buy.

GET THE DODGE
DEALER'S DEAL
BEFORE YOU DECIDE

DODGE
Job-Rated
TRUCKS

WITH THE FORWARD LOOK 



Another group of Fadco-built homes, Cincinnati, featuring Alfol in ceiling and sidewalls. Inset: E. B. Fadden, Pres.

"...'Fully-insulated with Alfol' is one of our top selling features!"

Just closing out a new 43-home project in suburban Cincinnati, Mr. E. B. Fadden, President of Fadco Lumber Fabricators, is a man who proves that it pays to build 'em better.

Every Fadco home ever built has been fully insulated—ceiling and sidewalls—with Alfol Reflective Insulation!

"...finest insulating comfort"

"This is one of our top selling features," writes Mr. Fadden, "since we can show prospective home buyers that they will have the finest insulating comfort, with economy, both winter and summer."

Fully insulating as he does, it is only natural that Mr. Fadden welcomes the savings provided by Alfol—and its remarkable speed of application. But his choice is primarily based on the selling advantage of delivering a better job of insulation!

Foil layers self-spacing

The Alfol blanket, "First in Reflective Insulation," consists of multiple aluminum foil sheets that space themselves automatically, reflect 95% of all radiant heat. A tough duplex-and-

kraft backing is built in to offer full application support, provide America's finest vapor barrier.

Clean, non-irritating Alfol takes the "itch" out of insulation. And its amazing compactness (500 sq. ft. to the roll) minimizes handling and storage expense. That's why Alfol usually costs less. Your dollar buys less labor, less "overhead" . . . more and better insulation.



Write for details.

Whether you build one home or a thousand, whether you install your own insulation or buy it contractor-applied . . . it will pay you to investigate Alfol. Write today. A detailed and illustrated pamphlet will be forwarded without cost or obligation.



REFLECTAL CORPORATION

A subsidiary of Borg-Warner Corp.
310 South Michigan Ave., Dept. A-10
Chicago 4, Ill.



AMERICAN BUILDER NEW PRODUCTS

INSULATION



Glass fiber insulation will not settle or pack

Sealtite is a glass fiber insulation that is practically free from unfiberized particles, yielding more actual fibers per pound. It is offered in a distinctive dark brown color, is super-resilient, will not settle or pack, and is permanent. Sealtite Insulation Mfg. Corp., Dept. AB, Waukesha, Wis.

Circle No. 2091 on Reply Card, p. 216

Top efficiency, low weight for fiber insulation

Palco is a loose fill, easy-to-handle insulation. Made of long natural intertwining fibers that retain resilience and prevent settlement. Gives highest insulating efficiency at lowest possible weight. Has a heat conductivity rating of .26 Btu. From Pacific Lumber Co., Dept. AB, 100 Bush St., San Francisco 4, Calif.

Circle No. 2092 on Reply Card, p. 216

TOOLS



Tractor utility blade has handy accessories

The Arps Heavy-Duty Utility Blade, tractor-mounted for landscaping, terracing, ditching, backfilling, snow removal, etc., is enhanced in utility by (1) a scarifier for very hard soils; (2) a backfill flap, which automatically moves to downward position; and (3) a float plank adapter for leveling. Arps Corp., Dept. AB, New Holstein, Wis.

Circle No. 2093 on Reply Card, p. 216

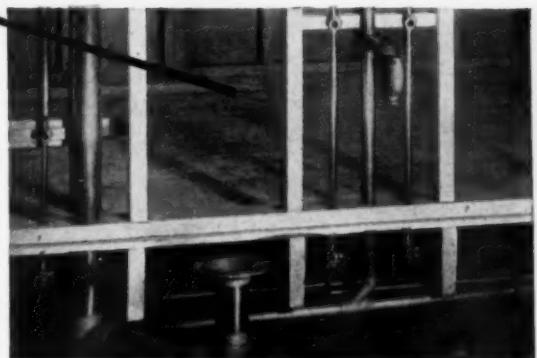
PREVENT "ATHEROSCLEROSIS" * IN SUPPLY AND DRAINAGE SYSTEMS

How Mueller Brass Co. *Streamline*
copper tube and solder-type fittings insure
rust-proof, corrosion-proof, clog resistant systems

That the clogging of the human blood lines called "atherosclerosis" has its counterpart in the clogging of caulked-and-threaded plumbing systems is evidenced by this excerpt from a recent Associated Press dispatch . . .

* . . . these heart arteries, along with others in the body, are susceptible to a clogging and narrowing process. Deposits of fatty material can form inside the artery wall, narrowing and impeding the blood flow, much like rust collecting inside iron pipes. This process is called "atherosclerosis", and is a form of hardening of the arteries.

In plumbing systems, you can avoid a condition similar to "atherosclerosis" by specifying Streamline copper tube and solder-type fittings for both supply and drainage. They won't clog, corrode, or leak, and their smooth-walled interiors insure a free-flowing system *all the time*. Mueller Brass Co. copper tube and fittings make a modern, attractive installation, and will ordinarily outlast the structure in which they are installed. Remember, too, that the compact stack goes into a standard 2" x 4" partition, without need for furring . . . an important consideration in cutting installation costs and obtaining more useable space in the home. Both you and your client will benefit if you specify Streamline . . . and eliminate the danger of "atherosclerosis" in the system.



A typical Streamline installation. The bronze fittings shown include a sanitary tee with 45° side inlet, a 1/4 bend 90°, an adjustable closet flange, a long turn T-Y, and a P-trap with cleanout.



MUELLER BRASS CO. PORT HURON 84, MICHIGAN



AMERICAN BUILDER **NEW PRODUCTS**

TOOLS



Loader arms offer full visibility

Loader arms are in front of operator for safety and 360° visibility on the Model 20 Shoveloader. It has a lifting capacity of 1,500 lbs., lifting height of 7'; standard bucket size is 12 cu. ft. Attachments available for special jobs—forks, hooks, etc. Baker-Raulang Co., Dept. AB, 1250 W. 80th St., Cleveland 2, Ohio.

Circle No. 2094 on Reply Card, p. 216

REMINGTON STUD DRIVER

Sets both $\frac{1}{4}$ " and $\frac{3}{8}$ " studs in steel or concrete—in seconds!

Light-, medium- or heavy-duty fastening, the new Model 455 Remington Stud Driver speeds the job. It sets two different size studs . . . up to 6 studs per minute, either size . . . and offers new possibilities in anchoring conduit clips, steel frames, wood forms and many other fixtures.

Powerful 22 and 32 caliber cartridges drive $\frac{1}{4}$ " and $\frac{3}{8}$ " studs solidly into steel or concrete. For special medium-duty work, the smaller cartridge is used with the larger stud. Result: the greatest flexibility ever in a cartridge-powered tool! Just clip coupon for details about this cost-saving fastening method.

"If It's Remington—It's Right!"

Remington 

MAIL THIS COUPON TODAY

Industrial Sales Division AB-2
Remington Arms Co., Inc., Bridgeport 2, Conn.

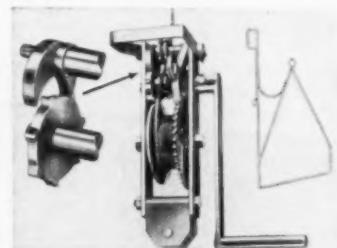
Please send me your free booklet which shows where and how to use the cost-saving Remington Stud Driver fastening method.

Name Position

Firm

Address

City State



Scaffold winch lowers at maximum 40 RPM

Lowering speed on new safety "Cam-Lock" scaffold winch is limited to 30-40 RPM. If handle is turned faster or operator lets go, stage is stopped immediately. Winch can be raised as fast as desired. Sasgen Derrick Company, Dept. AB, 3123 Grand Ave., Chicago 22, Ill.

Circle No. 2095 on Reply Card, p. 216

Hack-saw attachment for air, electric drills

A new "SaberSaw" hack-saw attachment for air or electric drills is used in cutting wood, metal, plastic, etc. No. 567 attachment weighs only 3 lbs., 3 oz., is $7\frac{1}{4}$ " long, and $2\frac{5}{8}$ " in diameter at widest point. Operates with an all ball-bearing reciprocator. Thor Power Tool Co., Dept. AB, 175 North State St., Aurora, Ill.

Circle No. 2096 on Reply Card, p. 216



GLIDE-ALL The Doors
For Home Improvement



Glide-All Doors make closets possible in limited space.



Wasted space areas can be handy closets with Glide-All Doors. As shown in the Hyland Manor Apartments, Hyland Builders Corp., Chicago.



Surely Builders, Elmhurst, Illinois, used Glide-All sliding panels to make spacious hallway wardrobes like this.

For Big Floor-To-Ceiling Closets Anywhere In The House

GLIDE-ALL[®] Sliding Doors

Attractive in Appearance • Low in Cost • Easy to Install
Simple to Adjust • Silent, Trouble-Free Operation

■ Easy-to-use, reach-in closets are the kind of storage space today's home buyers want . . . and Glide-All Sliding Doors are the simple, cost-saving means of providing extra space.

With Glide-All Doors you can easily and quickly build floor-to-ceiling, wall-to-wall expansive wardrobes, big closets in small rooms, narrow halls, confined entryways and playrooms.

Glide-All Doors are complete, ready to install, with built-in adjustment features. Their smooth, effortless action results from lifetime nylon rollers in overhead steel track. Panels are durable Masonite Duolux reinforced with steel tubing on all edges.

See "Sweets," and write today for full details.

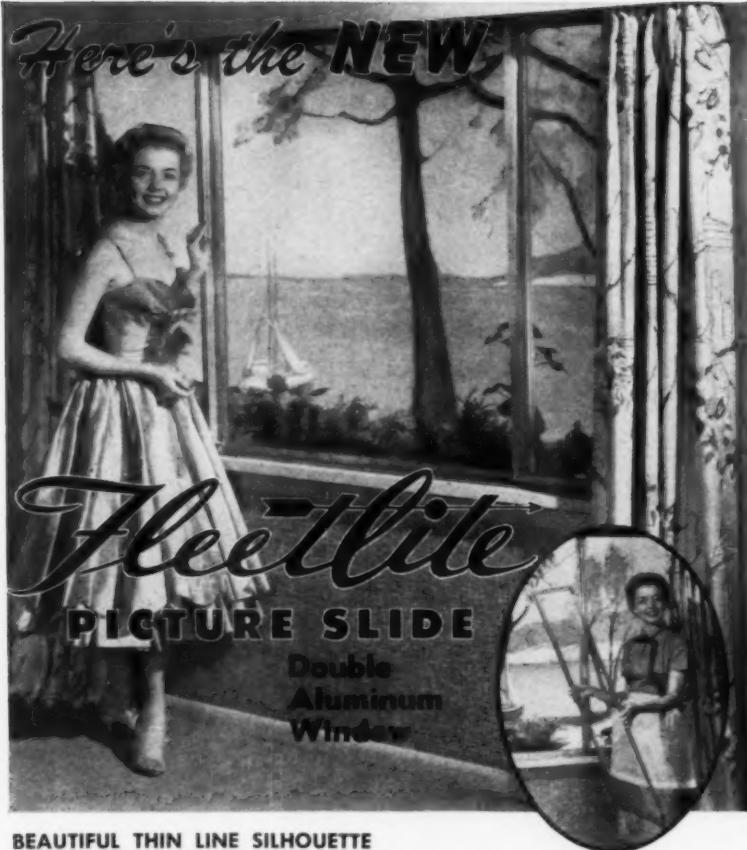
Glide-All Doors are available from distributors throughout the United States and Canada.
For information write Plant nearest you.

GLIDE-ALL DOORS ARE A PRODUCT OF

WOODALL INDUSTRIES INC.

DETROIT 34, MICHIGAN

CHICAGO, 3504 Oakton St., Skokie, Illinois
EL MONTE, California, 801 W. Valley Blvd.
FRANKLIN, Ohio
LAUREL, Mississippi, P.O. Box 673
NEW YORK, Glen Cove Road, Mineola, N.Y.
SAN FRANCISCO, 1970 Carroll Avenue

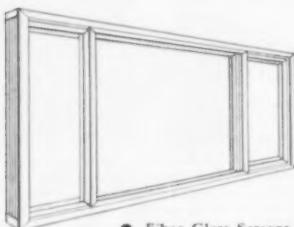


BEAUTIFUL THIN LINE SILHOUETTE
FINEST DOUBLE WINDOW PROTECTION
ULTIMATE CONVENIENCE OF SLIDING SASH
THE LOWER PRICE
MEANS SAVINGS FOR YOU

*Sash
conveniently lift out
for cleaning*

Note These Features:

- TIGHTLY INTERLOCKING SASH
- MOHAIR WEATHERSTRIPPING
- FIBER GLASS SCREENS
- ALL SASH REMOVABLE FROM INSIDE FOR EASY CLEANING
- GLAZED WITH KOROSEAL
- NO PUTTYING OR PAINTING
- NOTHING TO RUST OR ROT
- LASTS FOR THE LIFE OF THE HOUSE



- Fiber Glass Screens
- Comes Complete with Aluminum Frame
- Lifetime Aluminum Extrusions
- Windows Glide on Nylon Bearings

Fleetlite
AMERICA'S FINEST WINDOW

FLEET OF AMERICA, INC., 511 New Walden Ave., Buffalo 25, N. Y.

AMERICAN BUILDER NEW PRODUCTS

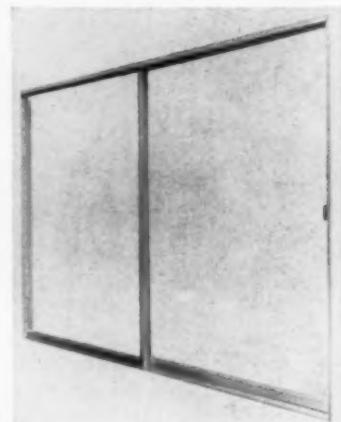
WINDOWS, DOORS, SCREENS



**Tension window screen
has "spring latch"**

Loxscreen all-aluminum tension window screen features a "spring latch" that provides the answer to a positive pull on the screen cloth assuring an insect-proof enclosure. Screens are easy to remove and require little storage space rolling into a compact package. Loxscreen Co., Inc., Dept. AB, P.O. Box 5133, Columbia, S.C.

Circle No. 2097 on Reply Card, p. 216

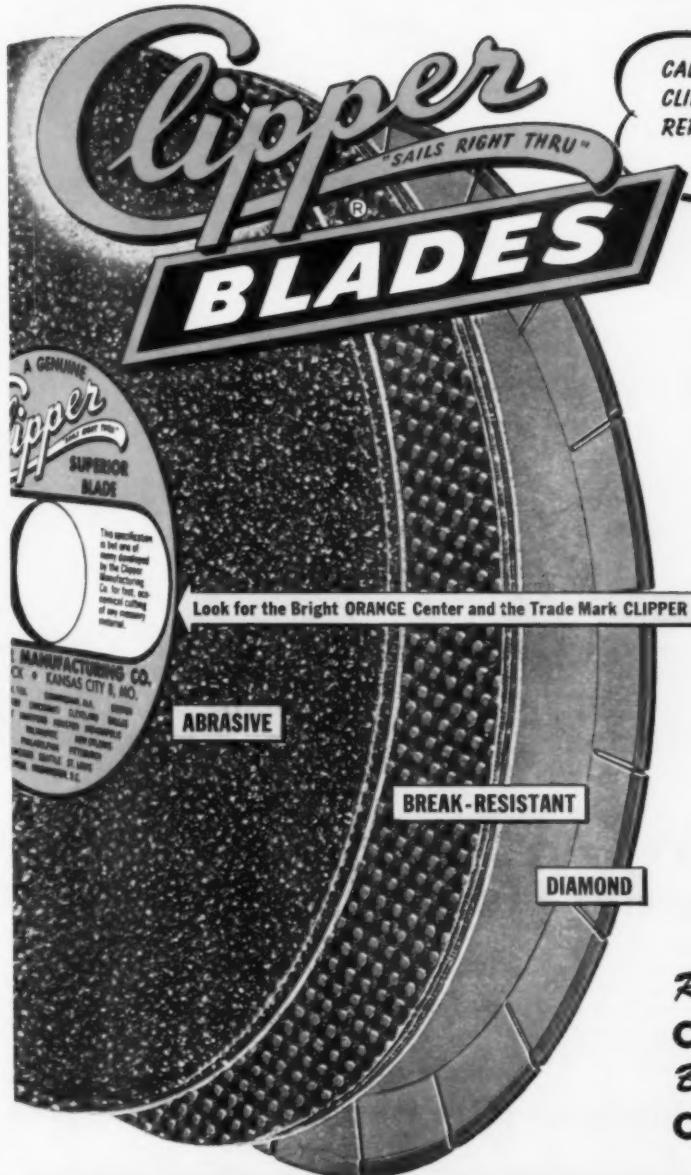


**Aluminum sliding-glass door
is easily assembled**

Trimview aluminum sliding glass doors are designed for rapid assembly and installation. They will accommodate either $\frac{3}{16}$ " crystal or $\frac{1}{4}$ " plate glass. Schegel wool pile weatherstrip is used for weather protection. Optional equipment includes a Nail-on Fin and a Slip-on Sill Extension. Price of 8-foot-door knocked down: \$129. Trimview Metal Products, Dept. AB, Attn. R. Moore, 600 N. Third St., Covina, Calif.

Circle No. 2098 on Reply Card, p. 216

CLIPPER Sells MORE...
Because CLIPPER Sells **QUALITY!**



CALL ME! - I'LL HAVE A
 CLIPPER FACTORY-TRAINED
 REPRESENTATIVE ON YOUR
 JOB TO HELP YOU!



BLADE for BLADE
CUT for CUT...
Your BEST BUY is CLIPPER!

Clipper offers the only complete range of specifications in ABRASIVE, BREAK-RESISTANT and DIAMOND BLADES for cutting all masonry products... and only from Clipper can you get FACTORY-TRAINED REPRESENTATIVES to help you with your cutting problems. For FIRST QUALITY Products and FIRST QUALITY Service call Clipper ...

You Cannot Buy
 A Better Blade
 than Clipper!

Remember...
CLIPPER Sells MORE
Because...
CLIPPER Sells QUALITY!

Clipper
 SAILS RIGHT THRU
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MR. CLIPPER

CLIPPER MANUFACTURING CO.
 2808 N. Warwick • Kansas City 8, Mo. 315X

Send complete information on NEW Clipper Triple-Reinforced Break-Resistant Blades. I'd also like to know about:
 Clipper Diamond Blades Clipper Masonry Saws
 Clipper Abrasive Blades Clipper Concrete Saws
 Please have my FACTORY-TRAINED REPRESENTATIVE Call on me.

NAME _____

ADDRESS _____

CITY _____ STATE _____

**Exclusive
New**

~~Hotpoint~~ Spot-Less ... and helps sell your



Here's Why You Should Include the New Hotpoint Dishwasher in Your Plans

Your homes sell faster—with less selling effort and expense—when you include a Hotpoint Dishwasher in the kitchen. The reason: Hotpoint helps you pre-sell your homes by pre-selling your prospects. Today, there are more Hotpoint Dishwashers in use than any other brand! This unprecedented acceptance will continue to grow, stimulated by Hotpoint's aggressive national advertising in leading magazines, and on the Ozzie and Harriet television show.

You can take advantage of this tremendous demand. Give your prospects what they want—a Hotpoint Dishwasher, built into the kitchen. They'll appreciate the quality . . . the exclusive features . . . the easy living . . . and the convenience of including the dishwasher in the mortgage! Get the complete story on Hotpoint Dishwashers before you plan your next project or home. Write Hotpoint, or see your Hotpoint Distributor Builder Specialist.

Put more color in your kitchens with Hotpoint Dishwashers in

Colortones

Sunburst Yellow, Meadow
Green, Coral Pink, Seafoam
Blue and Woodland Brown

Coppertones or Customline

Satin-Chrome

Look to *Hotpoint*

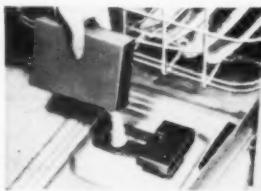
Action Outmodes All Other Methods homes faster!

Dishes Sparkle... Glasses Gleam... Silver Glistens

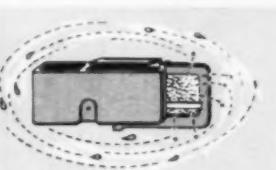
as a result of the combination of these two exclusive Hotpoint features . . .

1. Two complete Five-Minute Washes . . . with Fresh Detergent Each Time

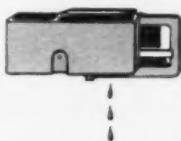
to scrub away every trace of food soil, to remove every trace of dulling film, to make everything sparkle and gleam. This is Hotpoint Spot-Less Washing—World's Cleanest Automatic Dishwashing.



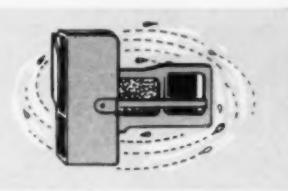
An equal amount of detergent is poured into both cups of Hotpoint's automatic dual-detergent dispenser.



Then the tank-type cover is cocked to seal one of the cups. During first wash, the detergent in first cup mixes with the swirling water.



Meanwhile, water collects in both tanks. At the end of the first wash, it automatically drains out through a small hole in one of them.



Weight of water in other tank causes cover to flip down, exposing fresh detergent for second complete wash—a Hotpoint exclusive!

2. Two Thorough Rinses—with a Super Wetting Agent in the Final Spot-Less Rinse

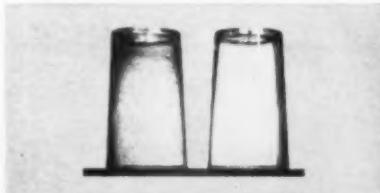
Everything is rinsed twice—but now, drops of rinse water cannot cling to glasses or silver and deposit minerals that will spot them. "Rinse-Dry," a super wetting agent, is automatically injected in the second rinse. This super wetting agent breaks the surface

tension of the water, and drops cannot form to dry and leave spots.

This is Hotpoint Spot-Less Rinsing . . . the greatest dishwashing advancement since the development of the dual-detergent dispenser.



A few drops of "Rinse-Dry"—a super wetting agent—are automatically injected in the final rinse to provide Hotpoint's exclusive new Spot-Less Rinsing.



Compare the Results: The glass at the left was rinsed in plain water—see the water-drops that will cause spotting. The glass at the right was rinsed the Hotpoint way—no drops of water, no spotting.



This is Hotpoint Spot-Less Drying—the automatic result of Spot-Less Washing and Spot-Less Rinsing, followed by pure electric-heat drying.

... the combination that makes Hotpoint Dishwashers a bigger attraction in your kitchens!

for the finest-first!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS* • WATER HEATERS •
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • AIR CONDITIONERS • CUSTOMLINE
HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois



HAR-VEY

SLIDING DOOR

HARDWARE

Guaranteed

to be the smoothest, quietest sliding door hardware you've ever used. DOUBLE your money back if your own test shows otherwise!

Smooth, quiet operation is surely what *really counts* in sliding door hardware...it's your insurance against costly call-backs and complaints.

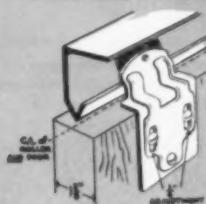
HAR-VEY HARDWARE

can now offer you

GUARANTEED PERFORMANCE

—proved by your own comparison test! You can't lose. Just install Har-Vey in your next home, and see for yourself how smoothly and quietly it works. If the Har-Vey Hardware in your test home is not the smoothest, quietest sliding door hardware you've used in that price range—you get *double* your money back!

PROVEN FEATURES like these enable us to make such a startling guarantee:



- Self-lubricating oilite bearings keep doors sliding smoothly for years—without maintenance
- Nylon rollers last a lifetime
- Extruded aluminum V-grooved track can't rust!

Low-cost Har-Vey Hardware saves you installation time, too. Ask your dealer, or write us for complete details. Department O-2



AMERICAN SCREEN PRODUCTS COMPANY

GENERAL OFFICES: 807 N.W. 20th St., Miami, Fla.
Factories: California, Texas, Illinois, Indiana, Florida

AMERICAN BUILDER NEW PRODUCTS

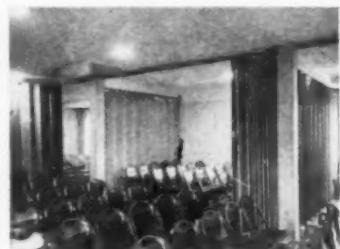
WINDOWS, DOORS, SCREENS



Aluminum jalousie door is fully weatherstripped

This aluminum jalousie door, 1 1/8-in. thick, with interlocking corner construction, gives over 16,000 lbs. diagonal corner strength. Features: complete weatherstripping; low double kick panel; key lock, and aluminum push bar. Retail price: \$79.00. V. E. Anderson Mfg. Co., Inc., Dept. AB, Owensboro, Ky.

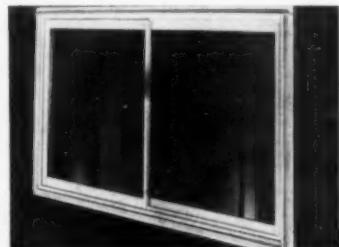
Circle No. 2099 on Reply Card, p. 216



Bemis curtains have 7 in. panel folds

Bemis folding curtains feature 7" panel folds which are chain-spaced to prevent complete extension. Each panel is supported by a steel top plate. Curtains operate on nylon wheels in enclosed tracks. Available in modern decorator colors. Bemis Bros. Bag Co., Dept. AB, 408 Pine St., St. Louis, Mo.

Circle No. 2100 on Reply Card, p. 216



Aluminum window features double sliding vents

A completely assembled unit including glass, the new horizontal

sliding aluminum window shown, has double sliding vent with separate positive-action locks of new design at the jambs, nylon rollers, and interlocking meeting stiles with double weather-seal. Horizon Door Co., Inc., Dept. AB, Flower and Paula Sts., Glendale, Calif.

Circle No. 2101 on Reply Card, p. 216



**Picture slide windows
now at lower cost**

Fleet of America has lowered the cost on a picture slide aluminum window by using regular double thick window glass for both exterior and interior sash. Design permits large unbroken glass areas (up to 10'). Interlocking meeting rails and weatherstripping on all sides block cold, heat, dust or rain. Price double picture sliding window, 3 x 6': \$100. Fleet of America, Dept. AB, Attn. T. Y. Smith, 2015 Walden Avenue, Buffalo, N. Y.

Circle No. 2102 on Reply Card, p. 216



**New window controls heat
while admitting light**

The Lura-Lite louvered window panel is designed to admit light while controlling heat and glare. The window, a one-piece louvered panel of molded plexiglas provides adequate light without glare and excessive heat by permitting only required amount of sun's rays to pass into room. Available to fit any specification. Price of 33 $\frac{1}{8}$ x 37 $\frac{1}{8}$ in., .125-thick Lura-Lite: \$17. Luria-Cournand, Inc., Dept. AB, Attn. Paul Bish, Havre De Grace, Md.

Circle No. 2103 on Reply Card, p. 216

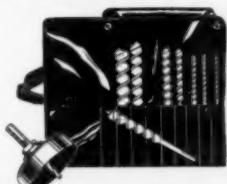
STANLEY

**Electric
Tools**



**A Drill that's made
to handle the Close Ones**

Whenever you want a full-powered drill to use between studs, in crawl spaces, behind heavy machinery — or in any tight corner, you want one of these Stanley short drills. Both the $\frac{3}{8}$ " No. 383 and the $\frac{1}{2}$ " No. 123 pack plenty of power in less than usual length.

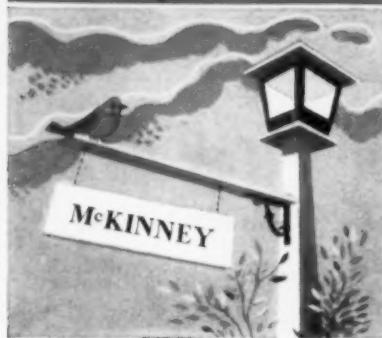
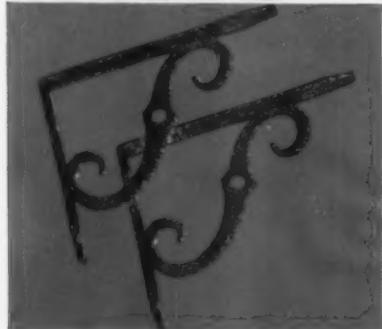
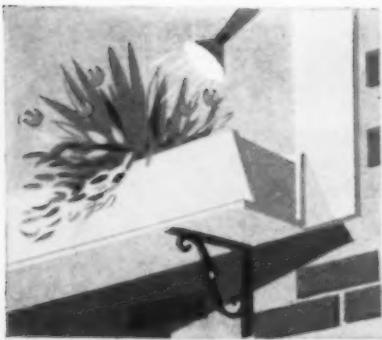


Measuring only a little more than 12 inches with handles attached, these two Stanley drills shrink to 9 $\frac{1}{8}$ " with "D" handles removed as shown at top . . . and it's a quick, easy job.

These are good working companions for Nos. 123 and 383. High speed hole saw and "50-50" auger bit set equip the business end of your drills for the fastest, easiest kind of work.

Look for these Stanley Drills at the Stanley Electric Tool distributor near you. For his name and address and fully illustrated power tool catalog No. 12, write Stanley Electric Tools, 102 Myrtle St., New Britain, Conn.

STANLEY



MCKINNEY Forged Iron
Ornamental Brackets
 add saleable features to new homes...

The use of McKinney Forged Iron Ornamental Brackets in the homes you are building offer many opportunities to add unusual features, at low cost, that are appealing to home buyers.

They can be used for shelf supports (wood or glass), for lanterns, signs or house numbers, flower boxes, etc. McKinney Ornamental Brackets are designed to match other McKinney

Forged Iron builders hardware exactly in texture and finish and are made with true McKinney quality of heavy gauge metal for maximum strength and durability. Three sizes are available (4"x3", 6"x4½", 8"x6") furnished with square head steel screws and clips for use with glass shelves.

Buy them now at your Hardware, Building Supply or Lumber Dealer.



**AMERICAN
BUILDER** **NEW PRODUCTS**

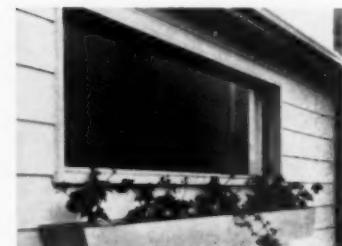
WINDOWS, DOORS, SCREENS



**Steel garage doors
coated with zinc**

Strand all-steel garage doors are galvannealed against corrosion with a thick, oven baked coat of zinc "armor." Available in 8', 9', 16' widths, doors won't warp, swell, or stick. They have smart horizontal styling, and are a full 3" deep. Strand Garage Door Div., Dept. AB, 2242 E. Grand Blvd., Detroit, Mich.

Circle No. 2104 on Reply Card, p. 216



**Sashless window locks
when partially open**

The Pierson Sashless Window is made of 2 solid pieces of $\frac{3}{16}$ " crystal glass sliding in a redwood frame. No edges or separations of metal or wood. There are no weights, balances or pulleys to install and maintain. Window locks when partly open. Ernest Pierson Co., Dept. AB, 4100 Broadway, Eureka, Calif.

Circle No. 2105 on Reply Card, p. 216

**Single-hung aluminum window
has built-in fin-trim**

A new single-hung aluminum window with built-in fin-trim has been announced by the Cupples Products Corp. Window requires just 4 nails to install. No fitting or adjusting is required. It comes completely assembled with installation hardware attached. Available immediately through building supply distributors in 33 standard stock sizes. List price depending upon size. Cupples Products Corp., Dept. AB, Attn. D. H. Fulton, 2650 So. Hanley Road, St. Louis, Mo.

Circle No. 2106 on Reply Card, p. 216



Bruce S. Blietz, V. P. of Irvin A. Blietz Organization, nationally known builders, takes 5 minutes to find out how FIAT Shower Floors make better showers possible at lower cost.

Learn the money-saving method for better shower construction

The cross section sample being shown in the photograph above clearly and simply demonstrates why the FIAT PreCast method of shower floor construction is the answer to an age old building design problem. It takes but a few minutes to see how this one-piece floor has many, many advantages over old fashioned, built-on-the-job shower floor construction. It is immediately evident that this solid, monolithic unit does away forever with any problems of leakage. The cut-away view shows how the integral flange forms a watertight seal between the floor and shower wall material (whether tile, plaster, wallboard or structural glass). You can examine how the drain is cast permanently into the floor material and how the inclined floor and raised shoulders deflect water downwards toward the drain. You will appreciate the substantial savings of on-the-job labor and understand why the low installed cost of a PreCast FIAT Floor makes all other shower floor methods obsolete.



FIAT METAL MANUFACTURING CO.

Since 1922...First in Showers / Packaged Showers • Doors • Floors
Toilet Room Partitions

FOUR COMPLETE PLANTS: Long Island City 1, N. Y.; Franklin Park, Ill.; Los Angeles, Calif.; Orillia, Ontario



See it Now!

It's so much easier to see the advantages than to read about them. That's why we would like just five minutes of your time to show you this cross section sample. You can save real money and do a better job at the same time. Clip coupon to your letterhead and get full information. No obligation of course.



FIAT METAL MANUFACTURING CO.
9311 Belmont Ave., Franklin Park, Ill.

Please have representative contact me.
 Send further information on PRECAST SHOWER FLOORS

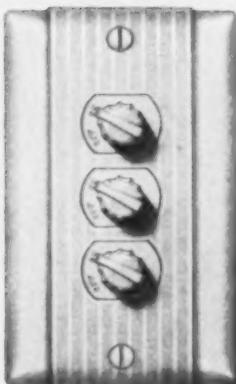
Name _____

Company _____

Address _____

City _____ State _____

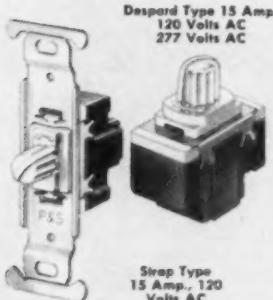
Type of Business _____



Modern ROTO-GLO QuietSwitches are available in Despard type for combination wiring or in Straptyle for remodeling or for new work.



ROTO-GLO switches glow in the dark



Despard Type 15 Amp.
120 Volts AC
277 Volts AC

Straptyle
15 Amp., 120
Volts AC

PROVEN PROFITABLE IN THE FIELD

ROTO-GLO®
quiet switch

In home project installations ROTO-GLO switches have proven themselves to be profitable time and again in two important ways. In addition to cutting installation time and costs, smart appearing ROTO-GLO switches with their modern performance features, also make homes easier to sell.

ROTO-GLO switches are the part of the wiring job that home buyers see. They put in a good word for the quality of behind-the-wall wiring materials and workmanship. ROTO-GLO is fast becoming the "customer preferred" switch of home conscious America.

Here is a partial list of home projects where ROTO-GLO switches have been profitably used and praised by the builders themselves:

- East Ridge Homes & East Borough Subdivision, Lincoln, Nebraska
- Brookside Subdivision, Dearborn Township, Dearborn, Michigan
- Wedgewood Homes, Kansas City, Mo.
- Belvidere Heights Project, Kansas City, Mo.
- Terrace Lake Gardens, Kansas City, Mo.
- Joe Maroney Housing Project, Denver, Colo.
- Ray Mar Motel, Rochester, Minn.
- Thunderbird Inn & Restaurant, Oklahoma City, Okla.

Try them yourself! Your first installation will show you how ROTO-GLO Quiet Switches cut installation costs and help the builder sell homes faster and easier. Send today for complete information on the ROTO-GLO Quiet Switch and for a folder on modern Despard wiring devices, to Dept. AB-1.



P & S PASS & SEYMOUR, INC.
SYRACUSE 9, NEW YORK
71 Murray St., New York 7, N.Y. 1229 W. Washington Blvd., Chicago 7, Ill.
In Canada: Renfrew Elec. & Refrig. Co., Ltd., Renfrew, Ontario

AMERICAN BUILDER NEW PRODUCTS

WINDOWS, DOORS, SCREENS



Ranch-type window
ready to install

A Bee Gee Window is a complete unit, ready to install. It consists of frame, pre-fit glazed sash with the glass embedded in putty, a copper screen and all hardware applied at the factory. Made of quality kiln-dried pine. Can clean the outside from the inside. Brown-Graves Co., Dept. AB, Akron, Ohio.

Circle No. 2107 on Reply Card, p. 216



Sliding aluminum window
works quietly on rollers

New Aristide aluminum-sliding windows operate on principle of rollers, rather than by friction, giving smooth, quiet operation. Bottom rollers are nylon. Windows are weatherstripped on all 4 sides with double weatherstripping at head. Michel & Pfeffer Iron Works, Inc., Dept. AB, 212 Shaw Road, South San Francisco, Calif.

Circle No. 2108 on Reply Card, p. 216

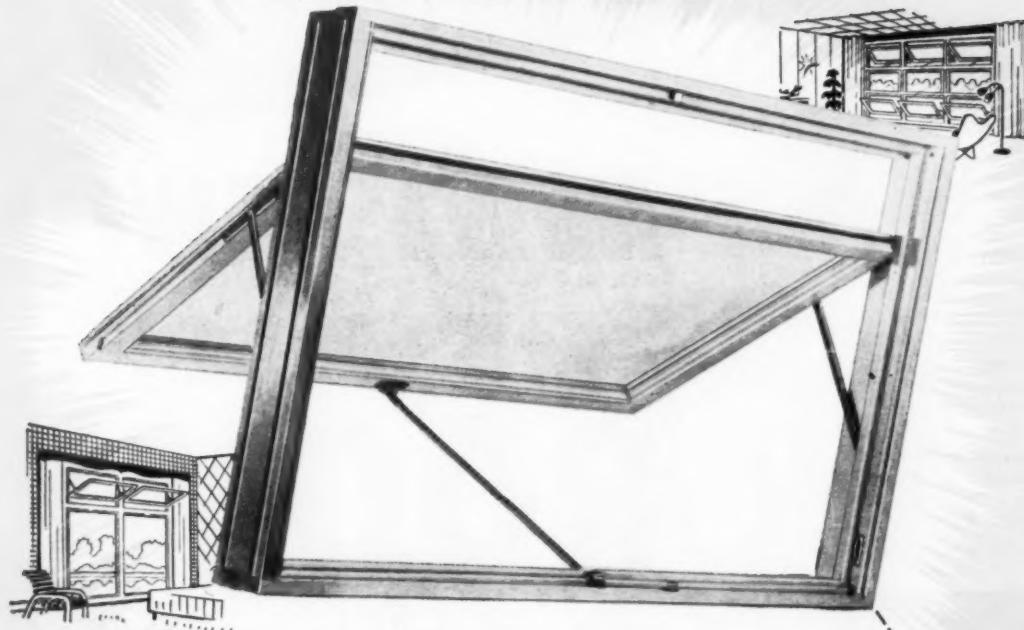
Metal planter box has grapevine pattern

A new metal planter box with grapevine pattern of cast aluminum on all four sides is now available. It has a galvanized sheet-metal liner or dirt container used to hold permanent plantings or potted greenery. Retail price: 22-inch box, \$19.95, 32-inch box, \$23.95. Tennessee Fabricating Co., Dept. AB, Attn. Lewis Curtis, 1490 Grimes St., Memphis, Tenn.

Circle No. 2109 on Reply Card, p. 216

Building with new

MALT-A-VENTS



Is like being a VENTriloquist... you put "BUY" in your customer's mouth!

Build with new MALT-A-VENTS and you put words in your customer's mouth. Words like "beautiful" and "that's what I want". Here's beauty that blends with every type of architecture, style that adds charm you love to live with. Self aligning, the new MALT-A-VENTS easily combine into stacks, window walls or ribbon windows to achieve exciting window styles. Yes, they're the "vents" of MALTA quality built for a lifetime of convenience and service.

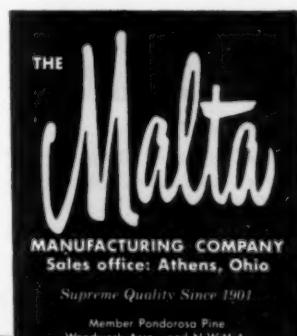
Engineered for 3 positions—install as outswinging awning-type, inswinging hopper-type or outswinging casement window . . . without alterations to frame or sash.

Full weatherstripping—metal weatherstripping contacts sash at all points . . . unit chemically treated to resist moisture. Four types of hardware to choose from.

Cleans easily—glass surfaces may be quickly cleaned from the inside.

See your dealer or write for literature

MAKERS OF MALT-A-MATIC • MALT-A-MASTER • MALT-A-GLIDE • MALT-A-VENT wood window units



Member Ponderosa Pine
Woodwork Assn. and N.W.M.A.

VENTILATING, HEATING

Vinyl compounds for
radiant heating

Goodrich's Geon vinyl electrical compounds for radiant heating have many advantages: wire is hidden, no registers, pipes or chimneys necessary; safety is assured, no danger of fire; clean, no circulation of dust; no maintenance is required; no noise is heard. B. F. Goodrich Chemical Co., Dept. AB, 324 Rose Bldg., Cleveland 15, Ohio

Circle No. 2110 on Reply Card, p. 216

Polystyrene louver gives
45-degree shielding

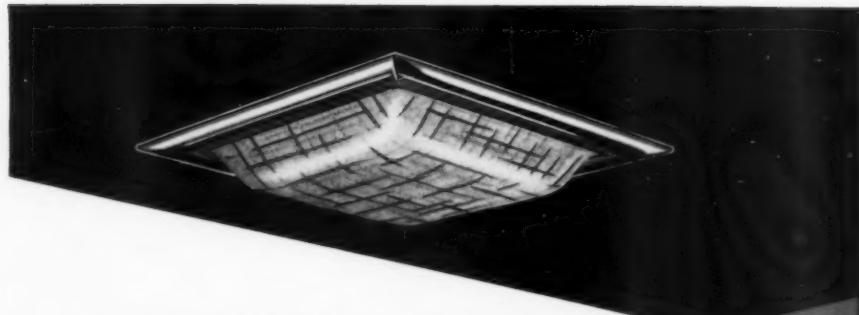
A thinner, lighter feeling is obtained by a $\frac{3}{8}$ " "Poly-cube" polystyrene louver basket, providing $45^\circ \times 45^\circ$ shielding. The appearance of a one-piece bottom is achieved in each 4' Skylouver, there being no visible supporting bar. Electro Silv-A-King Corp., Dept. AB, 1535 S. Paulina St., Chicago 8, Ill.

Circle No. 2111 on Reply Card, p. 216

Compact furnace installation
available in two sizes

The "Specialine" gas-fired furnace by Armstrong is available in 2 sizes, 90,000 and 105,000 Btu per/hr. input. Stressing compactness, it is suited to alcove, closet, utility room or basement, for close clearance. It is completely assembled, wired, mounted. Armstrong Furnace Co., Dept. AB, 851 W. Third Ave., Columbus 8, Ohio.

Circle No. 2112 on Reply Card, p. 216



NOW! NEW!

pryne
rhymes with FINE

ROOM RATED PRY-LITES!

makes it easy to select.. easier to specify!

Now, you can tell at a glance, from a simple square footage figure, the right recessed lighting for any room. And, Pryne's new "Room Ratings" do all the work for you! "Room Ratings" pre-calculate candlepower, cubic footage, room design and decor into the size and model Pry-Lite needed under actual on-the-job-conditions!

SCIENTIFICALLY TESTED AND APPROVED!

Pryne Room Ratings are computed by long-experienced lighting engineers, exhaustively tested with the finest of equipment in a modern new laboratory dedicated to better, easier to buy, easier to specify lighting!

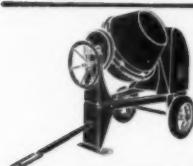
MANUFACTURERS OF TILTING HOODS • BLO-FANS

MULLER MIXERS AND POWER TROWELS set quality standards in their fields

Muller's objective—the best contractors equipment for the lowest price—is achieved by: (1) specialization, (2) careful selection of materials, (3) experienced workmanship, (4) sound distribution methods.



PLASTER and MORTAR MIXERS
Five sizes, 2 to 10 cu. ft. Electric or gasoline. Muller Lifetime Paddle Shaft Seal. Power throwouts on smaller models, disc clutch on larger. Rubber scraper blades optional. \$180 to \$995 FOB Factory.



CONCRETE MIXERS
3 models, 3 to 6 cu. ft., tilting type. Ample drums, fast mixing action. Timken Bearings, electrically welded construction. Electric or gasoline. \$230 to \$660 FOB Factory.



POWER TROWELS
Sizes 24", 29", 34" and 44" dia., 845 Engines. Stationary guide ring. Clutch and speed controls on handle.

Send for information and name of local dealer.



MULLER MACHINERY COMPANY, Inc.
METUCHEN 4, N. J.
CABLE ADDRESS—MULMIX

FREE WALL CHART

to help you sell
BESSLER
DISAPPEARING
STAIRWAYS
quickly...
profitably!
easily...



FREE CATALOG!



Gives you complete handy reference data on entire Bessler line, for quick selling or application to any stairway job. Write for it now!
Ask for your FREE copy of the Bessler Wall Chart too.

Here's a real 24-hour-a-day salesman for the famous line of Bessler Disappearing Stairways. Hang it anywhere in plain sight, for ready reference by you and prospects. Seven Bessler models to meet any home building or remodeling need.

Millions of Bessler units now in use. Millions of homes, outbuildings, offices, commercial establishments need this efficient stairway. There's a big market for you in your community! Popular prices!

BESSLER DISAPPEARING STAIRWAY CO.

1900-A East Market Street, Akron 5, Ohio

ONLY *Pry-Lites* OFFER..

- "Luxury Lenses" for dramatically effective interior and exterior commercial and residential lighting!
- Famed "Strato-Ray Lens" with Alzak reflector — the only recessed lighting fixture that bends light up and across ceiling and illuminates floor area with no glare in approach areas!
- Plus "ROOM RATING" to assure performance proven lighting — the quicker, practical way!

FREE CALCULATOR!

Translates candlepower, cubic footage and room conditions into the size and model Pry-Lite needed — from simple square footage figures!



ROUND LENSES



OBLONG LENSES



SQUARE LENSES



MAIL TODAY!

PRYNE & CO., INC., BOX AB-2
Pomona, Calif.

Rush the FREE Room-Rated Lighting Calculator

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

pryne

rhymes with FINE

• PRY-LITES • INFRA-RED CEILING HEATERS

Make it this easy... FOR FOR PROSPECTS TO FIND YOU

One way to increase business is to have your advertising in the right place at the right time...in the 'Yellow Pages' of the telephone directory.

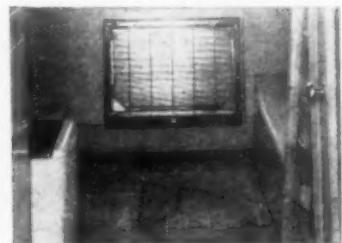
It's a sure, economical way for people interested in home or industrial building and remodeling to find you easily when they want the type of construction you offer.



For more information, get in touch with the Classified Telephone Directory Representative at your local Telephone Business Office.

AMERICAN BUILDER NEW PRODUCTS

VENTILATING, HEATING



Radiant electric heat in low cost units

Can Arm offers the latest in radiant heating using electric glass panels. Units come in surface or recessed models; in 2 sizes with 1,000 and 1,500 watts and 115 and 230 volts. Panels of strong tempered glass are infused with a thin aluminum element for converting electric power into infra-red radiant heat. "Magic Brain" thermostats guard heater from passing safety limits. Prices: from \$60 to \$109. Canadian Armature Works Inc., Dept. AB, 6595 St. Urban St., Montreal 14, P.Q.

Circle No. 2113 on Reply Card, p. 216

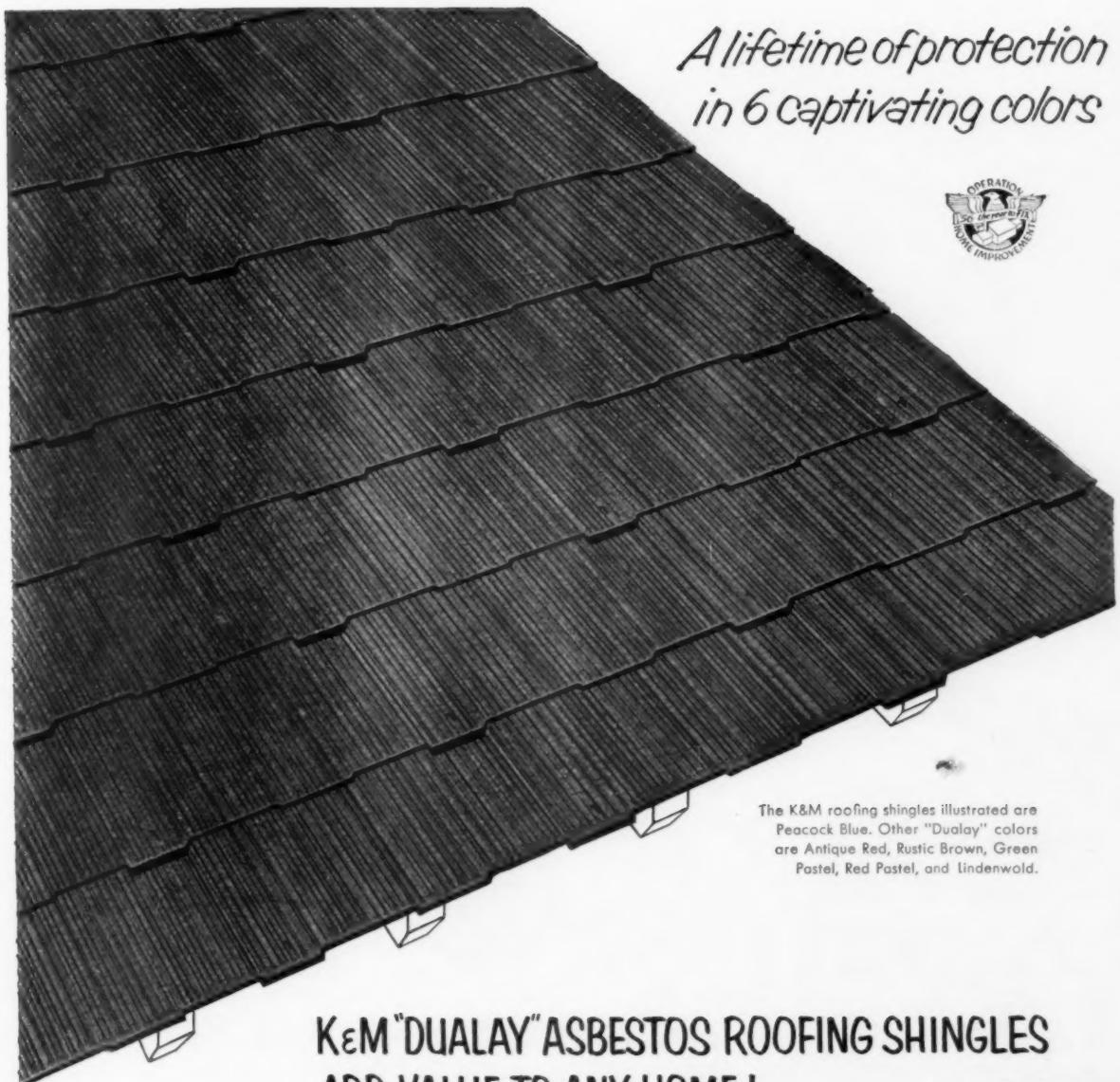


Double-roof ventilator moves air faster

No. 410 double-roof ventilator that features a free area of 75 sq. in. is available. It is designed for jobs that require extra large ventilating areas and features 2 venturi openings, side by side in the base of the unit, assuring high volume air movement. The new roof ventilator claims all-aluminum construction with one-piece base that prevents leaks. List price: about \$6.70. Leigh Building Products Div., Air Control Products, Inc., Attn. Sam K. Wilson, Dept. AB, Coopersville, Mich.

Circle No. 2114 on Reply Card, p. 216

CAN YOU DO IT BETTER?
SEE PAGE 233



The K&M roofing shingles illustrated are Peacock Blue. Other "Dualay" colors are Antique Red, Rustic Brown, Green Pastel, Red Pastel, and Lindenwold.

K&M "DUALAY" ASBESTOS ROOFING SHINGLES ADD VALUE TO ANY HOME!



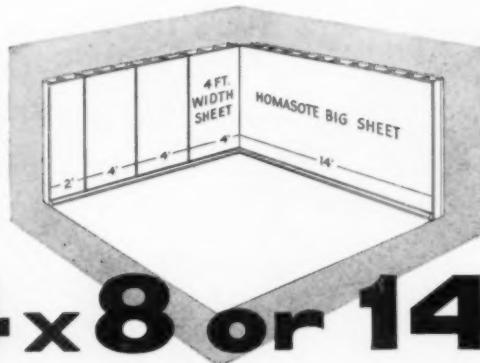
You'll find it profitable to build the important sales features of "Dualay" asbestos-cement shingles into any home. There's a choice of six smart colors to add rich beauty and extra value.

One shingle—two effects. You can apply "Dualay" shingles either straight butt or thatched butt. Because of their large unit size and self-aligning design, they can be laid up quickly and easily.

Get all the facts. You'll find details on K&M "Dualay" shingles in *Sweet's Light Construction File* and *Sweet's Architectural File*. Further information will gladly be supplied by your K&M distributor. Or write directly to us for descriptive color folder. *Literature on K&M siding shingles is also available.*

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA





4 x 8 or 14 x 8?



BIG SHEETS mean BIG SAVINGS

In the Homasote Handbook—Page 13—the first paragraph reads...

"Note from the above diagram that a 14-foot wall requires 3½ four-foot sheets, and there are three joints. At every joint it is necessary to use two rows of nails and a batten strip. With Homasote Big Sheets the wall is covered in one piece, there are no joints and only one-half as many nails are required. In the average house, Homasote Big Sheets eliminate 22 joints per thousand square feet of wall or ceiling surface. To buy molding strips for those joints, nail them on, countersink the nails, putty up the nail holes and paint, far exceeds the difference in cost of Homasote. Unquestionably, it is 'cheaper on the wall'."

This paragraph is immediately followed by data on the

strength, moisture-resistance, weatherproofness and resistance to air infiltration which make Homasote both efficient and economical as an insulating-building board.

This constitutes one page out of 64. The Homasote Handbook took 20 years to write—based upon 46 years' experience in the making of quality materials.

Here are the answers to 100 construction problems—of value to every architect, builder and dealer. There are 200 listings in the Index. (We cut it down from 400 possible listings.)

We are proud of this book. We have confidence in its basic value. *May we send you a copy*—without cost or obligation? Kindly address your inquiry to Department B-8.



HOMASOTE
TRENTON 3, NEW JERSEY



Ingersoll

APPEARANCE

The coordinated design features of INGERSOLL fixtures give all your bathroom installations a modern, high quality appearance. INGERSOLL Plumbing Products have been designed specifically to blend with both modern and traditional decor. Beauty of appearance means faster sales, more satisfied customers. Available in a choice of five lovely colors.

ECONOMY

Because INGERSOLL uses modern materials with modern, mass production methods of manufacture you get the most modern, most economical plumbing fixtures. Thus, INGERSOLL brings you fixtures designed of light weight porcelain-on-steel. This means lower manufacturing costs, lower shipping costs and lower installation costs.

EASE OF INSTALLATION

Each INGERSOLL fixture has been designed specifically for extreme ease of installation. The Rio Grande bathtub, for instance, has an under-tub framework that allows the tub to rest on the floor without additional bracing or hanging. This excellence of structural design coupled with the light weight of all the bathtubs, kitchen sinks and steel lavatories mean simple, fast one-man installation.

Write for catalog on the modern, quality line.



INGERSOLL PRODUCTS DIVISION

Borg-Warner Corporation

1000 WEST 120TH ST., CHICAGO 43



"Sherman Loader Best Unit in the Business"

Stanley Lindholm, subcontractor from Welch, Minnesota, has many enthusiastic comments to make about his Sherman AJ-25 Front End Loader. When he decided to buy a loader for his Fordson Major Tractor, he looked at just about every model available. He saw them demonstrated, checked the specifications of each and compared the prices. "After all the checking I did", said Mr. Lindholm, "there was only one decision I could make—to buy the Sherman Loader. Since then I have used it on all kinds of jobs and can say quite frankly that for the type of work I do, it is the best unit in the business."

As a subcontractor, Mr. Lindholm is called out on all kinds of jobs, each with its own particular problems. He works very closely with many of the contractors in his area and most of his work is done for Ed Axelson, a plumber from the nearby town of Hastings. He digs basements, footings, and pipelines with his Sherman Digger and uses the Front End Loader for backfilling, (see photo above) and loading dirt and gravel in the trucks.

Mr. Lindholm is but one of the many contractors who are finding that the Sherman Digger-Loader combination is the most economical and productive unit in the business. Two Loader models are available . . . up to 2500 pounds bucket and 4500 pounds breakaway capacities. Sherman Loaders and Diggers are both sold and serviced locally by your Ford Tractor Dealer. See him today for a demonstration or write for free Bulletin No. 733.

Sherman
PRODUCTS, INC.
ROYAL OAK, MICHIGAN

POWER DIGGERS • FRONT END LOADERS* • FORK LIFTS

SP Products

*Manufactured Exclusively for
Sherman Products, Inc. by
Johnson Hydraulic Equipment Co.,
Minneapolis, Minn.

© 1955, Sherman Products, Inc.

Catalogs . .

**Prefab catalogs, yours
for the asking, from
your location. This
listing began on page 97.
Also, see pages 69-88**

NEW FOR 1956—Century features their new Chesterfield series in a 4-page picture pamphlet. Eighteen basic models in a second brochure. From 2 to 4 bedrooms in many variations, shipped from Indiana. New Century Homes, Inc., Dept. AB, Lafayette, Ind.

Circle No. 2016 on Reply Card, p. 216

PRECISION HOMES—Literature now available on new 1956 models, conventional and contemporary designs, many with 4 bedrooms. Prices range approximately from \$9,900 to \$11,900 on homes marketed mainly in Midwest. Precision Homes Division of Acme Building Materials, Attn. Russ Fletcher, Dept. AB, 5235 Winthrop Ave., Indianapolis 20, Ind.

Circle No. 2017 on Reply Card, p. 216

LUXURY MODELS—The 3-bedroom Nassau, offered in 2 sizes and a selection of elevations plus optional units for individuality. Four-page brochure describes the homes priced from \$8,500-\$22,000 for marketing East of Mississippi River. Richmond Homes Inc., Dept. AB, Richmond, Ind.

Circle No. 2018 on Reply Card, p. 216

• KENTUCKY

FAIRLANE HOMES of Kentucky services the Midwest states with a wide line of pre-fab styles ranging in price from \$10,000 to \$15,000. Styles are conventional or contemporary and most conventional designs are convertible into contemporary models. Write to Fairlane Homes Inc., Attn. Jay D. Boher, Dept. AB, 489 Roberts Ave., Louisville 14, Ky.

Circle No. 2019 on Reply Card, p. 216

LOUISIANA

CONTEMPORARY DESIGN—Complete details, specifications and plans available describing Crawford

Homes. They are available in numerous basic floor plans, all reversible, in almost 100 exterior variations. Price range from \$7,000-\$50,000. Crawford Corp., Dept. AB, Attn. Ralph H. Sims, Baton Rouge 1, La.

Circle No. 2020 on Reply Card, p. 216

MARYLAND

BEST-BILT HOMES—A 38-page booklet complete with models and floor plans on these pre-cut homes. Price range from \$3,000 to \$20,000 on contemporary and modern styles. Marketed within 250 miles of Washington, D. C. Write R. H. Best, Inc., Dept. AB, 1545 Rockville Pike, Rockville, Md.

Circle No. 2021 on Reply Card, p. 216

MASSACHUSETTS

BUDGET LUXURY—Franklin Homes service the New England area with 4 models in a price range of \$9,000-\$12,000. Twenty different elevations and 20 floor plans available in 1-story models. Information from Frank L. Sullivan, Franklin Homes, Inc., Dept. AB, 64 Dean St., Franklin, Mass.

Circle No. 2022 on Reply Card, p. 216

HODGSON HOUSES—Ten catalog models from 24' x 28' up, 1-story ranch and contemporary designs and 2-story colonials with specifications, plans and data outlined in literature. Price range from \$10,000-\$100,000, marketed in New England, New York and New Jersey. E. F. Hodgson Co., Inc., Dept. AB, Dover, Mass.

Circle No. 2023 on Reply Card, p. 216

TECHBUILT INC.—Information on family-spaced 2-story models; a package vacation cottage. (\$1,250 to \$2,410 range); and a new 1-story series. Sold through franchised dealers and shipped from New York, Minnesota, Illinois and Massachusetts. Techbuilt Inc., Attn. Louis Fischer, Dept. AB, 55 Brattle St., Cambridge 38, Mass.

Circle No. 2024 on Reply Card, p. 216

MICHIGAN

SECURITY HOMES—Catalog with details on 1 to 3-bedroom homes. Information also on 1956 models, featuring 3-bedroom "Spartan" at \$9,450, lot and utilities included. Security Homes Mfg. Corp., Attn. F. J. Sopjes, Dept. AB, 1337 Kings Hwy., Kalamazoo, Mich.

Circle No. 2025 on Reply Card, p. 216



Use This Actual Job Story for an Excavating Equipment Check List!

This one water line job demonstrates a combination of features that *only* the Sherman Power Digger offers every operator of excavating and trenching equipment.

Check this performance: (1) The machine has under-dug the curb without damage to the curb or sidewalk. (2) It has trenched through rocks and roots. (3) It is digging a bellhole in the street. (4) The excavation is 9 feet deep. (5) The tractor-mounted digger has operated over the curb, sidewalk and street without damage to paving.

And the Sherman Power Digger offers even more advantages to the operator who wants the savings of mechanized excavating. It's practical even on the smallest jobs, since it releases heavier equipment for bigger jobs . . . yet it digs at a fraction of the time and cost of manual labor.

The machine digs as deep as 10 feet below ground . . . in mud, hardpan, shale, oiled roads, blacktop and stony ground. Initial cost is surprisingly low, maintenance simple and inexpensive. Ask your Ford Tractor Dealer for an on-the-job demonstration, or write us now for Bulletin No. 721.

*Designed, Engineered and Manufactured Jointly by Sherman Products, Inc., Royal Oak, Michigan; Wain-Ray Corporation, Hubbardston, Mass.

Patent No. 2-303-852
Other Patents Pending

© 1955 Sherman Products, Inc.

Sherman
PRODUCTS, INC.
ROYAL OAK, MICHIGAN
POWER DIGGERS* • FRONT END LOADERS • FORK LIFTS




'56 - the year to fix

Count on these 8 BASIC CERTAIN-TEED BUILDING MATERIALS

For a Profitable Home Improvement Year

CERTAIN-TEED ASPHALT ROOFING



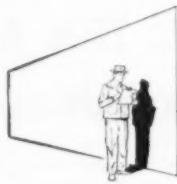
Beautiful new shingle colors that help sell reroofing jobs. Seven styles—including Woodtex,® the distinctive shingle with built-up graining—all weather resistant, fire resistant, long lasting.

CERTAIN-TEED FIBERGLAS* INSULATION



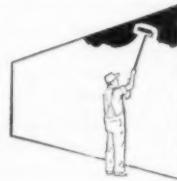
Fireproof Fiberglas is moisture resistant, rotproof, will outlive the house. Cuts heating bills up to 40%. New Fiberglas foil-enclosed batts and blankets help cut air-conditioning costs.

CERTAIN-TEED GYPSUM WALLS



Recommend either strong, easy-to-decorate Bestwall® Gypsum Wallboard or easy-working Certain-Teed Plasters over Beaver® Gypsum Lath. Both give beautiful, firesafe walls and ceilings.

CERTAIN-TEED BESTWALL PAINTS



Put the perfect *finishing* touch to walls and ceilings with sparkling new Bestwall Paints. Decorator colors in alkyd flat, semi-gloss and interior gloss enamels, latex, casein and texture paints.

CERTAIN-TEED SIDINGS



Asphalt and asbestos cement sidings . . . handsome, durable, economical. Colors include new pastels . . . never need painting or other maintenance. For best results use over Certain-Teed Weather-Shield® Gypsum Sheathing.

*Trademark OCF Corp.

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain . . . Satisfaction Guaranteed



CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA
EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION
PAINT PRODUCTS—ALKYD • LATEX • CASEIN • TEXTURE • PRIMER-SEALER

*In the
Presbyterian Village of Detroit...*



*Thoughtful design provides new comfort and safety
for the aged!*

**Eljer fixtures play an important role in this
totally new concept in "homes for the aged"!**

Gone are the frightening, austere buildings . . . the impersonal dormitory life. In their place is a warm, inviting small-town atmosphere . . . a real community to brighten the "sunset" years of their lives.

Choosing the Eljer Legation Bath is typical of the advanced thinking that developed this project. The Legation permits a "sitting" shower, reclining bath and even a foot bath! The new

6"-wide side rim seat makes it easier and safer to enter and leave the bath.

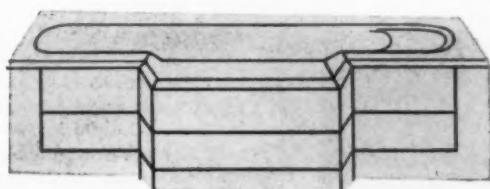
Eljer fixtures in cast iron, formed steel, and vitreous china are used throughout the project. And you can be certain that after decades of use, they will still remain lustrous and beautiful.

When you consider plumbing for any need . . . look to Eljer. For specifications and facts on this job-proved line of fixtures and fittings, see your plumbing contractor or write: Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania.

ARCHITECT AND ENGINEER
Smith, Hinchman and Grylls, Inc.
Detroit, Michigan

GENERAL CONTRACTOR
Walter L. Couse & Co.
Detroit, Michigan

PLUMBING CONTRACTOR
Griffin Bros.
Redford, Michigan



Fixtures for every plumbing need

ELJER
DIVISION OF THE **MURRAY** CORPORATION OF AMERICA

THE ONLY NAME YOU NEED TO KNOW IN PLUMBING FIXTURES



BEST BUY FOR
UNDERLayment?

FIR PLYWOOD of course!

here's why...

- Smooth, solid; stays flat
- Nails won't work loose
- Makes floor coverings look better; no seams or ridges to offer points of wear
- Easy to cut, fit, fasten
- Dry! Won't shrink or swell
- Cut costs by using as combined subfloor-underlayment. Gives strength plus smooth surface

FREE!
FIR PLYWOOD
FACTS BOOK

Write for this handy 48-page pocket size specification guide. Contains application, finishing and grade data. Douglas Fir Plywood Association, Dept. AB-3, Tacoma 2, Washington.



ALWAYS INSIST ON DFPA TRADEMARKS

DFPA trademarks are your guide, guard and assurance of plywood quality. Specify PLYBASE or PLYPANEL grades for underlayment. Other grades for other jobs.

Catalogs . . .

(Continued from page 195)

NEW MOON HOMES—Completely equipped kitchen, open interior styling all featured in New Moon's "Malibu." Information, floor plan and photos in the brochure. Prices from \$5,628 to \$7,075 on 3 basic models. New Moon Homes Inc., Attn. Dudley A. Curtis, Dept. AB, Alma, Mich.

Circle No. 2026 on Reply Card, p. 216

"HOME BEAUTY that is more than skin deep"—A new illustrated catalog contains specifications, plans, and advantages of Semico buildings with tri-lam walls and tri-lam trusses. Prices from \$9,000-\$40,000 on 70 models marketed in Mich., Wisc., Ind. and Ill. Semico, Inc., Dept. AB, P.O. Box 3, Seney, Mich.

Circle No. 2027 on Reply Card, p. 216

SERVICE HOMES—Literature describes pre-planned, pre-cut and partially pre-assembled house featuring kitchens by Carr, Dexter hardware, Miami-Carey accessories, Preway ovens and burners. Marketed in Mich., Ind., Ohio, Wisc., and Ill. Available in 12 basic models, 15 elevations. Price range: \$7,000-\$20,000. Service Home Mfg. Co., Inc., Attn. Philip LeBlond, Dept. AB, 395 54th St., S.W., Grand Rapids 8, Mich.

Circle No. 2028 on Reply Card, p. 216

"LIVABILITY AT ITS BEST"—Plans and specifications of 6 models featuring double-wall construction and applied red wood cedar shingles, are available for these one-story packaged homes. Price range: \$9,000-\$14,000, marketed in Midwestern states and in New York. Universal Homes, Inc., Dept. AB, 3500 Guardian Bldg., Detroit, Mich.

Circle No. 2029 on Reply Card, p. 216

MINNESOTA

PACKAGE HOMES—Precision-engineered packages of quality materials in 5 styles. Information on company's complete units which include windows, storms and screens, wall insulation, nails and hardware. For Upper Midwest market. Package Homes Inc., Dept. AB, 3 Sixth Ave. South, Hopkins, Minn.

Circle No. 2030 on Reply Card, p. 216

HERE'S WHERE YOU CAN SEE THEM ALL!

AMERICAN BUILDER leads again with the most complete Directories of Prefabricated Homes and Component Parts Manufacturers. Just two of the hundreds of features you will find in the NEW Marketing Directory and Technical Guide for 1956 (April Issue).

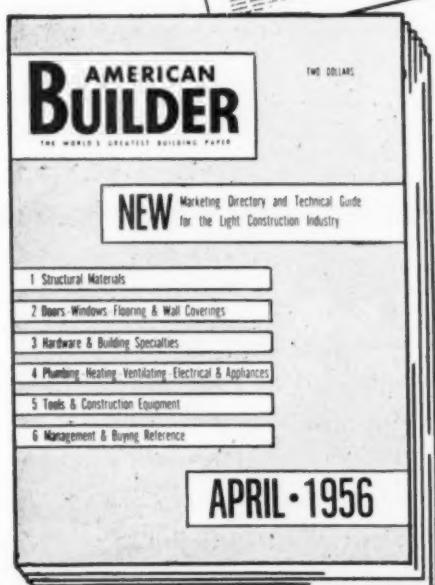


DIRECTORY OF PREFABRICATED HOME MANUFACTURERS

Classified alphabetically by states, the important facts — things that builders want to know — about every prominent prefabricated Home Manufacturer in United States will be given. Pertinent data such as models, distribution, prices, financing and sales policies are part of each listing. In addition a brief description of the manufacturers' method of prefabricating with specifications all compiled to give builders the buying information they need.

DIRECTORY OF COMPONENT PARTS MANUFACTURERS

Classified by products such as wall panels, trusses, storage walls, plumbing assemblies, packaged heating and air conditioning units this Directory will be a register of the manufacturers who produce those components which become a structural portion, major division or a complete integral system within the home. Additional data will give the vital information about the product — how it serves the building industry — making for better and more economical construction.



American Builder
1956 Directory

ANOTHER EXCLUSIVE IN THE BUILDING FIELD

what does it take to make more money in the building industry?

The answer is as simple as this: to make more money you need to build more houses, better houses — and sell them at a profit. But profitable building and selling doesn't just happen. Even in this housing boom year, biggest ever, successful building depends upon smart buying and rapid turnover of capital.

LFI helps you build profitably. At LFI you have a dependable source of quality materials — materials which have been engineered, pre-cut, assembled then promptly delivered to your building site. With LFI your costs can be accurately predetermined and there is little or no waste.

The uncertainties of conventional building, with which you are all too familiar, can be controlled. Labor, is no longer a headache. Much of the work is completed in the LFI factory under ideal conditions with precision machinery. Erection takes only one to three days — thus eliminating another bug-a-boo . . . weather. Rain or shine the LFI home is ready for occupancy on schedule.

A rapid turn-over of capital is the happy consequence of buying the LFI house package. LFI provides superior homes faster than any other building method.

When the ink is dry on the 1,300,000 contracts for new homes to be built this year, will you have completed your fair share of the contracts? Will the country's peak building year be *your* peak profit year? It can be — when you build the LFI way.

LFI HOMES
LUMBER FABRICATORS INC.

LFI's Home of Tomorrow . . . Today! as designed by **Henry D. Norris, A.I.A.**

A complete line of standard models, fresh from the architect's drawing board . . . outstanding contemporary designs ranging from low-cost economy models to luxurious homes. A home to suit every family's individual requirements.

The architect's styling has been deftly executed. The

clean, crisp lines are characteristic of the best in contemporary architecture, assuring you of long-lasting design.

Heating requirements and floor construction vary to conform with local building practices. Good news for the volume builder — some basic plans available in up to 240 variations!

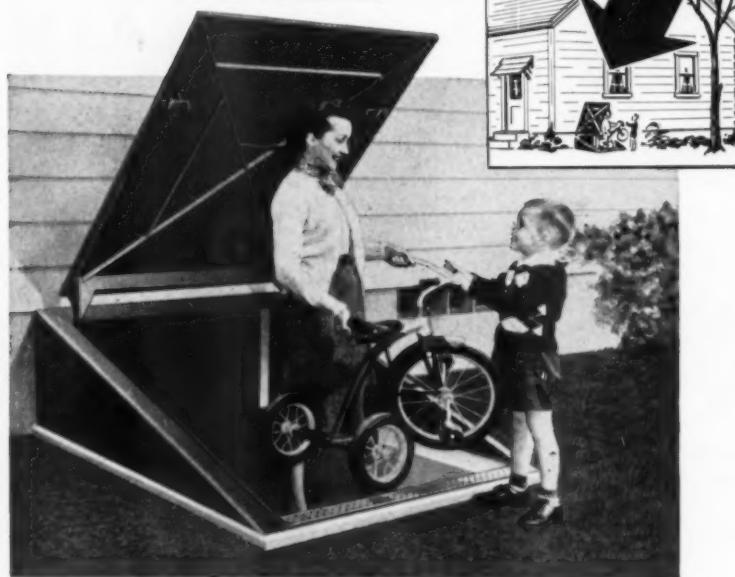


does your program have these advantages ?

- Accurately predetermined cost control
- Fast completion time regardless of weather
- High return on investment because of rapid turnover of capital
- Predetermined quality control of materials and workmanship
- Easier financing because of recognized standards of quality
- Mass purchasing and assembly line production
- Virtually no waste materials / Minimum overhead for personnel
- Adequate advertising supplemented by suppliers

Lumber Fabricators, Inc. | Fort Payne, Alabama

Home Buyers Want this BASEMENT ENTRY...



Let SERVICE-WAY add this sales appeal to your homes

Service-way is one of the most desirable convenience features you can include in the homes you build. Home-buyers like it because in no other way can they make full use of their basements. It provides direct access to the basement from outdoors for storage of garden tools, workshop and recreational equipment . . . shortens the trip from laundry to clothesline . . . saves tracking dirt through the house.



Simple Modern Lines.
Blends with any type of
architecture, becomes an
integral part of the home.



Finger-tip Operation.
Double-acting springs
counter-balance the
door in any
position.

Write for folder and specifications to:
Heatilator Inc., 562 E. Brighton Ave.,
Syracuse 5, N.Y.

HEATILATOR®
SERVICE-WAY

Catalogs . . .

MISSOURI

HOME BUILDERS—Detailed and illustrated brochure includes style selections, description of the HBC building method, and an explanation of the company's engineering, financing and sales aids. Write Arthur Dahlman, Home Building Corp., Dept. AB, 303 North Park Ave., Sedalia, Mo.

Circle No. 2031 on Reply Card, p. 216

MODULAR PRESENTS—Three and 4-bedroom models, interiors and exteriors, described in a 6-page folder. Large glass areas, stone fire place, use of 30 kinds of wall panels, in models ranging from \$14,000-\$40,000. Marketed mainly in Midwest and Western states. Modular Homes, Dept. AB, Attn. G. W. Mefford, Barrett Station & Dougherty Ferry Rds., Kirkwood, Mo.

Circle No. 2032 on Reply Card, p. 216

WILSON HOMES—The new Wilson Home available in 78 home styles and 3 optional floor plans with full basement or concrete slab is described in an 18-page catalog. Units ranging from \$11,500-\$14,000 are marketed in Missouri and Illinois. Wilson Homes, Inc., Dept. AB, 10401 Trongate Place, Saint Louis County 15, Mo.

Circle No. 2033 on Reply Card, p. 216

• MONTANA

NATIONAL LOG—“Air-Lock” logs pre-cut in a choice of 4 exterior stains, lock into place with tongue and groove joint, have hollow center for wiring. Company pre-cuts to customer's plan for homes, motels, lodges, etc. Approximately \$1.90 per sq. ft. floor space, marketed mainly in Far West. National Log Construction Co. of Montana, Attn. Stephen D. Babcock, Dept. AB, Thompson Falls, Mont.

Circle No. 2034 on Reply Card, p. 216

NEW JERSEY

EXPANDABLE RANCHERS, split levels and vacation homes are featured among 8 Presidential models. Information sheets have pictures, floor plans and material specifications. Presidential Homes, Inc., Attn. Albert Nylund, Jr., Dept. AB, Pemberton, N. J.

Circle No. 2035 on Reply Card, p. 216

PROFIT-MAKING HOMES OF

Beauty!

Designed by leading architects for families in every income group, Lesco Homes provide your greatest profit opportunity on today's home-buying market. Available in over 30 different styles — with two, three and four bedrooms — every Lesco Home is created for beauty and maximum utility . . . "living-planned" with built-in kitchens, roomy closets, storage space galore! Top-quality famous-name materials are used throughout, precision-cut and assembled in sectional form at our plant and shipped direct to you for erection at less trouble, less cost. For a complete development or a single unit, Lesco Homes offer you and your customers the sale-closing combination of distinctive styling, living-planned interiors, superior construction, greatest dollar-for-dollar value. All Lesco Homes have been accepted without question for FHA, VA and conventional loans.

Write today for full details on why hundreds of builders today look to *Lesco* for homes of modern charm at modest cost.

Write: Dept. AB-2

LESCO HOMES ARE PRICED TO SELL FROM \$7,000 to \$25,000

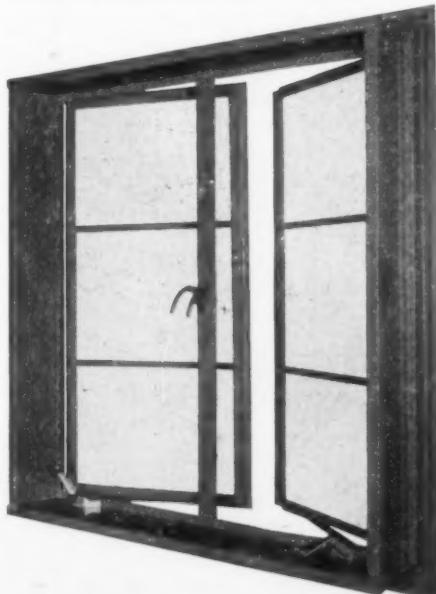


ONE OF THE SOUTH'S LARGEST MANUFACTURERS OF HOMES...

Serving and selling builders in Virginia, North and South Carolina, District of Columbia, Maryland, Delaware, Tennessee and Georgia.

SAVE TIME LABOR MATERIALS

Our customers tell us they save up to four dollars per window opening using Hope's Residence Casements in Hope's Combination Inside-Outside metal trim. Our Inside-Outside trim entirely eliminates costly window stools, aprons, corner beads, outside mouldings and the labor costs of fitting all these items. Hope's Inside-Outside trim is easy to assemble and attach to Hope's steel casements. In less than 15 minutes the entire assembly can be completely installed in a rough opening in any type of construction...wood frame, brick veneer, masonry block... all that's left to do is run wallboard or plaster up to the trim on the inside and clapboards, shingles or brick to the trim on the outside. See Sweet's Files for additional details or write for our folder No. 132AB.



HOPE'S
JAMESTOWN, N. Y.

Since
1818

**INSIDE-OUTSIDE
METAL TRIM**

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH



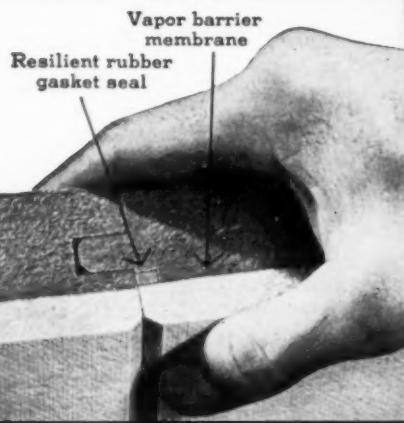
Insulite Roof Deck saves \$100 per M sq. ft. on open beam ceiling!

Builder Robert P. Gerholz, Flint, Mich., adds the beauty of exposed beam ceilings to his 800 home Westgate Park development—and gets big savings, too! Insulite 3-in-1 Roof Deck saves 10¢ per sq. ft. on his cathedral ceiling homes with open beam construction. Mr. Gerholz is past President of NAHB and President of Gerholz Community Homes.

Today, consumer preference means Mr. Gerholz builds

9 out of 10 Westgate Park homes with Insulite 3-in-1 Roof Deck. No wonder his development has won two awards from NAHB—and now his home at left is featured on the February cover of *LIVING For Young Homemakers*.

Send for complete information now! Actual on-the-job pictures and construction details. Write Insulite, Minneapolis 2, Minnesota.



It's insulation with vapor barrier. No need for other insulation. 2" Roof Deck is comparable to 2" wood deck plus 1" fiberboard insulation. Available in 3 thicknesses to meet insulation requirements in any climate. Absorbs sound better than wood or plaster. Exclusive vapor barrier protects against condensation within the unit.

It's roof deck—2' x 8' units cut application time as much as 45%. Only one material to handle. New Insulite Roof Deck eliminates need for separate roof boards, insulation, lath and plaster and ceiling finishing. Insulite Roof Deck can save 12 man hours per 1000 sq. ft. of surface compared with 2" x 6" D&M roof sheathing.

And finished ceiling—The underside of Insulite Roof Deck is finished with flame-resistant surface. Lay Roof Deck over pre-finished beams . . . and ceiling is done. No need to plaster, paint, stain, wax. Cuts labor and material costs. In 2' x 8' units, 1½", 2" or 3" thick—with or without vapor barrier membrane (depending on climate).

build better and save with
INSULITE

INSULITE IS A REGISTERED TRADE-MARK



INSULITE, made of hardy Northern wood

INSULITE, Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

If you're building homes in this area...
in the \$9,500
to \$30,000
price range



GET THE COMPLETE FACTS on why more
and more builders are switching to
ADMIRAL HOMES

*Today's biggest
Building value*

for the BUILDER:

- pre-determined costs—assured profits
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- less overhead—prompt turnover
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for the BUYER:

- beauty—livability—spaciousness—flexibility
- choice of more than a score of various models
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- top quality materials and workmanship

Write, wire or phone today! Find out how you, too, can join the growing number of businessmen who worry less and profit more, building Admiral Homes.



300 Mt. Lebanon
Boulevard
Pittsburgh 34, Pa.
Locust 3-0090

Catalogs . .

NEW YORK

"FOR MODERN LIVING"—Alleghany's 4-page pamphlet describes their 1956 line of prefab models including 17 floor plan variations. Prices of these homes range from \$8,500 to \$16,500. Marketed from New York State. Alleghany Homes Corp., Attn. Stanley Nadolski, Dept. AB, Box 36, Homer, N. Y.

Circle No. 2036 on Reply Card, p. 216

FOR WIDE VARIETY—American Houses presents 5 models in many variations, ranging from luxury to minimum prices. Company markets total of 30 models, priced from \$7,000-\$40,000, in Eastern states. American Houses Inc., Dept. AB, 165 West 46th St., New York 36, N. Y.

Circle No. 2037 on Reply Card, p. 216

BUSH PREFABRICATED—Contract wholesale manufacturer operating within 350 mile radius of Long Island. Also manufactures all types of panelized structures. Bush Prefabricated Structures, Inc., Clinton G. Bush, Jr., Dept. AB, 2nd St., and Lenox Rd., Huntington Station, L. I., N. Y.

Circle No. 2038 on Reply Card, p. 216

FEDERAL HOMES—Information, plans, and specifications available describing factory "built" fabricated homes. Basement and basementless models available, priced from \$10,000 up. Federal Homes Corp., Attn. C. D. Geisler, Dept. AB, 21 West Street, New York 6, N. Y.

Circle No. 2039 on Reply Card, p. 216

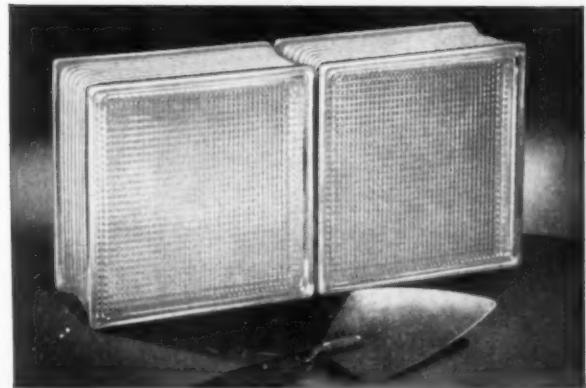
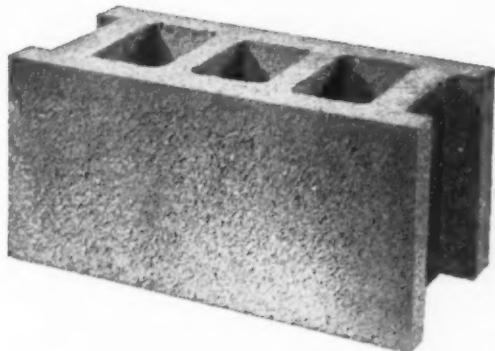
FORD FACTORY-BILT HOMES—A 12-page booklet describing Ford custom-built homes has been issued. A wide variety of Cape Cod and ranch type homes offered at prices from \$8,000-\$25,000 and up. Marketed in New England and Eastern states. Ivan R. Ford, Inc., Dept. AB, McDonough, N. Y.

Circle No. 2040 on Reply Card, p. 216

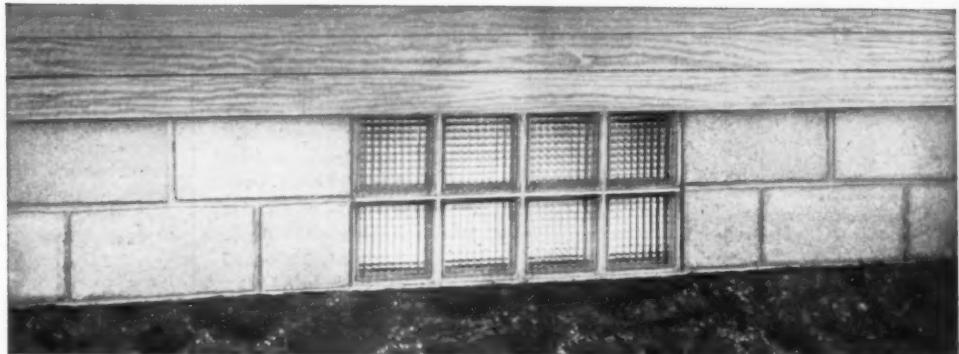
PRE-CUT HOMES BY NORGE—Informative literature describes pre-cut cottages, homes, and garages featuring interlocking system which forms a tight, weatherproof joint. Price range for cottages and garages: from \$585-\$4,795. Norge Cottages,

CONTINUED ON PAGE 208

OWENS-ILLINOIS GLASS BLOCK



— AND CONCRETE BLOCK



Owens-Illinois Glass Block No. 316 installed in basement window.

...building materials that "belong" together

Owens-Illinois Glass Block are handled in the same way as concrete blocks—same mortar materials and similar laying technique . . . go in at the same time. Glass block and concrete block "fit." Two 8" glass block equal a standard concrete block. When you use glass block in basements, you have no worry about joints at the grade line.

Glass block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for

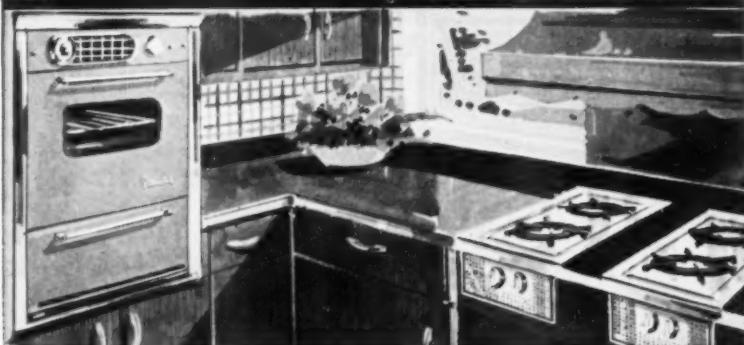
you to handle. Panels can be made to fit any size opening . . . no frame is necessary.

Owens-Illinois Glass Block are available in a wide variety of designs from super-clear that you can see through to those that restrict sight completely. Literature for any glass block application is available free of charge. For information or help with a specific problem write: Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
AN **II** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

PREWAY Bilt-Ins...
gas or electric
**make your dollar
more productive**



Patents Pending

Choose PREWAY gas and electric Wallchef ovens in "302" Satin Stainless Steel, Antique Copper, White, Sunshine Yellow or Vintage Green Porcelain Enamel.



Acceptable to: F.H.A. — V.A.

Illustrated is PREWAY'S four-element electric Counterchef in "302" Satin Stainless Steel. Available, too, in two-element units. PREWAY gas Counterchefs also designed in two or four-burner units, in "302" Satin Stainless Steel or White Porcelain Enamel.



The Most Complete Line of Built-in Cooking Equipment for the Home.

PREWAY Inc.

8256 Second St., N.
Wisconsin Rapids, Wisconsin



Catalogs . . .

CONTINUED FROM PAGE 206

Inc., Dept. AB, 21 West St., New York 6, N. Y.

Circle No. 2041 on Reply Card, p. 216

RANCH HOMES, two-story models, Cape Cods and split levels illustrated in 4 colors in a 44-page booklet, Catalog 54F. Units shipped from Glens Falls, N. Y. or Chambersburg, Pa., with prices from \$2,043-\$7,368. Northern Homes, Dept. AB, Glens Falls, N. Y.

Circle No. 2042 on Reply Card, p. 216

NEBRASKA

PERMABILT HOMES—Offers information sheets on 8 basic models. Individual or project homes, furnished through builder-dealers, range from \$10,000 to \$35,000. Six to 8 state area serviced from Nebraska. Peter Holdorf, Permco Mfg. Co., Dept. AB, Peru, Neb.

Circle No. 2043 on Reply Card, p. 216

INTERMOUNTAIN—Four floor plans with descriptions in a 4-page pamphlet on 2 and 3-bedroom units marketed in Utah. Intermountain Precision-Bilt Homes, Attn. Blaine Wade, Dept. AB, 124 18th St., Ogden, Utah.

Circle No. 2044 on Reply Card, p. 216

OHIO

HERITAGE HOMES—Fifteen floor plans and 40 elevations in contemporary, split level and rambler styles offered for distribution in Eastern and Midwestern states. Prices, including builder's profit, range from \$12,000-\$30,000. Information from Independent Lumber Co., Dept. AB, Attn. Robert Grigsby, 19620 Nottingham Rd., Cleveland 10, Ohio.

Circle No. 2045 on Reply Card, p. 216

EXPAN HOMES—Ten models, each with 6 different elevations in both right- and left-hand plans, providing 120 different variations, presented in new brochure. All models are 3-bedroom modern ranch styles. Price range: \$9,500-28,500. Marketed east of the Mississippi River. Expans Homes, Inc., Dept. AB, Attn. Alex Bruscino, 15411 Chatfield Ave., Cleveland, Ohio.

Circle No. 2046 on Reply Card, p. 216



Take a good look at the workmanship in a Modern Home. Modern's plants employ the latest manufacturing techniques to bring you components that meet the highest standards.



You can get delivery on Modern Homes sooner, thanks to Modern's new interim financing program.



The nation's leading magazines—aimed directly at your prospects—carry Modern Homes' broad, hard-selling advertising program.



In your town, Modern's comprehensive local promotion will help you attract bigger crowds than ever before—sell more homes faster.

Here's how

MODERN HOMES' LEADERSHIP

puts their franchised dealers out front in the profit parade!

Modern Homes leads the way to greater financial success for its dealers—here's how:

- Smart styling is based on a close and continuing study of home buyers' tastes in house design.
- The finest brand-name materials and carefully controlled manufacturing techniques build and *maintain* your prospect's confidence.
- Financial assistance makes it easier than ever to take fast action—helps you cash in on a market opportunity before it disappears.
- Modern's big national advertising program goes all out and *pre-sells* your prospect.
- Factory-developed local promotion hits your prospects again and again—directs them to the homes you're selling.

That's why it will pay you to get the whole Modern Homes story. Write today for this important information.

modern  **homes**

CORPORATION

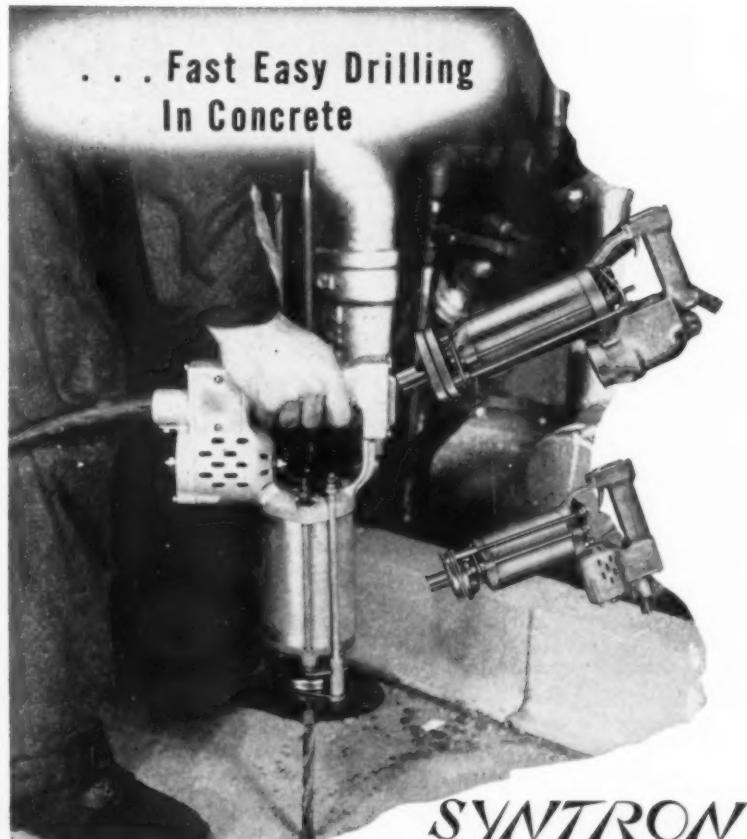
3 PLANTS ASSURE FAST DELIVERY

DEARBORN, MICHIGAN • PORT JERVIS, NEW YORK • OTTUMWA, IOWA

Top-ranked architects and designers on Modern's staff are in constant touch with what the home-buying public wants.

Look at the record! Modern has already given you many solid-selling design advantages... thrilling open-planned interiors, push-button windows, acoustic tile ceilings to sound-condition rooms, and Modern-Span steel floor joists.





SYNTRON
**ELECTRIC
HAMMER DRILLS**

- Exclusive, Automatic Rotation Of Drill Bit
- No Laborious Hand Turning Of Drill Chuck
- Continuous Operation - Practically No Maintenance
- Ten Times Faster Than Hand Methods

... The only Electric Hammer Drill on the market with automatic rotation of drill bit. No tedious manual turning of drill chuck. 10 times faster than hand methods. Compact — powerful — electro-magnetic — operates from any standard lighting circuit. Models for light, medium or heavy work. Takes all the work out of drilling holes in concrete, brick, and stone.

OTHER SYNTRON POWER TOOLS . . .



**GASOLINE
HAMMER**

2000 blows per minute—drills at rate of 2 feet per minute—automatic rotation of the drill steel.



**CONCRETE
VIBRATORS**

Gasoline or flexible shaft types for concrete vibration.



**ELECTRIC
SAWS**

Belt driven—delivers full cutting power to blade—for cutting of wood, concrete, plasterboard.

SYNTRON COMPANY

618 Lexington Avenue

Homer City, Penna.

Catalogs . . .

ACACIA MODULARS—Folder features 11 models as well as information on company's fabricator used in their Ohio plant. Acacia Modular Homes, Dept. AB, 1522 N. Dixie Dr., Dayton, Ohio.

Circle No. 2047 on Reply Card, p. 216

SPACIOUS LIVING—Inland Homes includes pictures and descriptions of 11 homes (3 and 4 bedrooms, with or without basement), in their current brochure. Marketed east of Rocky Mountains at \$8,000-\$15,000 price range. Inland Homes Corp., Dept. AB, 501 College St., Box 915, Piqua, Ohio.

Circle No. 2048 on Reply Card, p. 216

BIG LITTLE HOUSE—International features Model X-42 Special with 4 bedrooms and a variety of elevations. Will sell for \$11,500-\$14,500 with attached garage. Information from E. B. Osterhout, International Homes, Dept. AB, 3896 Mahoning Ave., Youngstown, Ohio.

Circle No. 2049 on Reply Card, p. 216

"BETTER LIVING FOR MORE"—A six-page folder presenting split levels, ranch homes and other models of the Metropolitan line. Five basic models, ranging from \$9,000-\$20,000, marketed in Midwest, New York and Maryland. Metropolitan Homes, Inc., Dept. AB, Attn. Charles E. Fry, 721 West Columbia St., Springfield, Ohio.

Circle No. 2051 on Reply Card, p. 216

SUBURBAN DESIGNS—Thirty-one basic models including contemporary, distinctive, budget and suburban styles outlined in literature. Price range from \$7,000-\$19,000, marketed in Midwestern, Southern, and New England States. Thyer Mfg. Corp., Dept. AB, 2857 Wayne St., Toledo 9, Ohio.

Circle No. 2052 on Reply Card, p. 216

CUSTOM-BUILT HOMES—Four page brochures showing basic floor plan and model variations on a 3-bedroom home. Series 36 on a medium priced home; Series 42 on a deluxe model. Prices from \$10,000-\$20,000 on units sold in Midwest and Eastern States. Weakley Manufacturing Co., Dept. AB, South 26th St. & Buckeye Ave., Newark, Ohio.

Circle No. 2053 on Reply Card, p. 216

FOREMOST SOURCE for AREAWALLS

SAINT PAUL CORRUGATING CO.

IMPERIAL
Lux-Right®

The Nation's Best

and allied Economy Grades, made by the originators and largest producers of Steel Areawalls. Most complete line in the U.S.A.

Steel Areawalls in any size, height or grade, sturdy, bright-galvanized ONE-piece units. The Hug-Tite Flanges are an integral part of each unit. See our illustrated color folder for complete listing of standard sizes, and other details. Special sizes our specialty. Three Standard Shapes: Streamlined-Straight, Round, Square. We have a Lux-Right Areawall for your job.

We prepay freight on 12 units or more. FREE Folder. Phone distributor or write us.

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Expert Fabricators of Sheet Metal Products for 71 Years
SOUTH END WABASHA BRIDGE • SAINT PAUL I, MINN.



IMPERIAL LUX-RIGHT: Long recognized as outstanding for American homes. Hand-dipped galvanized after fabrication.

ECONOMY LUX-RIGHT: For medium-priced homes where price is a factor. Tight-coat galvanized.



CASEMENT: For basement, hill and split-level homes. Square Type. The right angle corners let windows open wide.

ACCESSWAY: Provides easy access under houses with no basements. Square Type permits doors to swing wide open.

AB2



**THIS PACKAGE
makes a House!**



**This "Space Saver" House
MAKES SALES!**

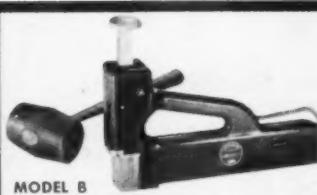
... and sales are easier to make because of International Homes' planning for you.

Our dealers enjoy a complete land development planning service. There is available to them a financing program including everything from construction money to attractive, minimum, down payment mortgages.

International Homes can offer proof that the "Space Saver" models are among the fastest built and fastest selling homes in the residential sales market.



MODEL M
PUSH BUTTON-AIR DRIVE
Dependable pneumatic Spotnailer drives heavy gauge staples or pins in lengths up to 1 1/4 inches at high speed.



MODEL B
STANDARD HEAVY DUTY—MALETT DRIVE
For driving longer heavy-gauge staples and pins.
Magazine holds up to 200 fasteners.

SPOTNAILERS
For Faster - Lower Cost
NAILING
and **PINNING!**



MODEL AF
STANDARD MALETT DRIVE SPOTNAILERS
Extremely dependable, medium duty machine widely used for fastening mill-work, floor underlayment, etc.

NAIL Roofing Sheathing, Side-wall Sheathing and Panelling, Sub-Flooring, Floor Underlayment, Shingles, Lath, etc.



MODEL P
HIGH VELOCITY
AIR DRIVE
Well balanced tool speeds fastening operations with a minimum of operator fatigue.

Your Spotnail Man can help you solve tough fastening problems. Call him now.

SPOTNAILS, INC. Evanston 6, Ill.



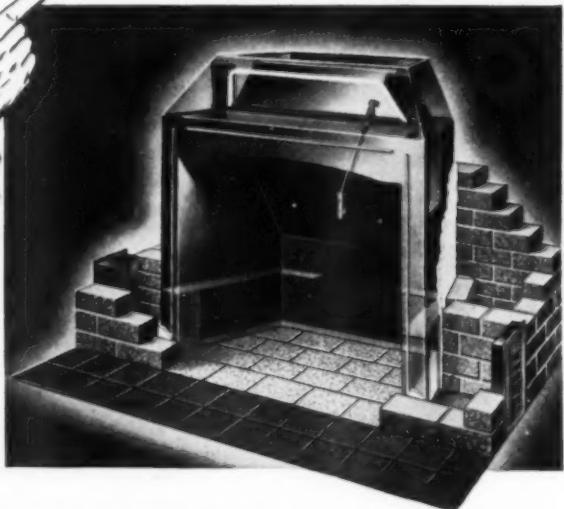
Write Today!

INTERNATIONAL HOMES
MINERAL RIDGE, OHIO

3896 MAHONING AVE. • YOUNGSTOWN, OHIO



**"The Heatilator Fireplace
will uphold your reputation
as a dependable builder"**



Home Owners Prefer It...

3 to 1!

The builder with a reputation to maintain won't risk it on anything but proved materials. He knows that the Heatilator Fireplace has been thoroughly proved over 30 years in 3 out of 4 homes with heat-circulating fireplaces—more than can be claimed by all other units combined. Here's why . . .

The Heatilator Fireplace Unit . . .

... has lived up to every sales claim made for it . . . there are more Heatilator Fireplaces in use to prove those claims than all other makes combined.

... has kept in step with progress over the years. It has been steadily improved for more efficient operation. It is the only unit specifically designed for today's modern homes.

... is the only fireplace unit with a positive Pressure-seal Damper. By sealing off the chimney air-tight, it eliminates costly loss of heat in winter and of cooled air in summer.

... is sturdily constructed with fully welded seams throughout and a one-piece boiler plate firebox designed to last under even the severest usage.

Build with the Fireplace Unit That Builds Your Reputation

Heatilator Inc., 622 E. Brighton Ave., Syracuse 5, N. Y.

HEATILATOR® Fireplace

Catalogs . . .

MIDWEST MODELS—Twelve basic designs with floor plans in an 8-page catalog. Houses range from \$10,000 to \$25,000, are marketed in the Midwest area. Midwest Houses Inc., Dept. AB, P.O. Box 334, Mansfield, Ohio.

Circle No. 2054 on Reply Card, p. 216

"PEASE HOMES FOR 1956"—A 72-page book in full color detailing plans, specifications and prices on 13 models including a 7-room mansion. Price range from \$9,500 to \$35,000. Marketed east of the Mississippi River to builder or consumer. Pease Woodwork Co., Attn. George R. Smith, Dept. AB, 900 Forest Ave., Hamilton, Ohio.

Circle No. 2055 on Reply Card, p. 216

"BLUEPRINTS TO PROFITS"—Custom fabrication delivered in 3 separately scheduled units by Ray Mel Homes. Brochure has 3 designs plus complete specifications. Ray Mel Homes, Dept. AB, 500 Stanwood Ave., Columbus 9, Ohio.

Circle No. 2056 on Reply Card, p. 216

SCHOLZ HOMES—Offers information on California contemporary, ranch styles in 8 basic models ranging from \$10,000 to \$50,000. Marketed in Midwest, Southern and all Eastern States. Scholz Homes, Dept. AB, 2001 N. Westwood St., Toledo 6, Ohio.

Circle No. 2057 on Reply Card, p. 216

OKLAHOMA

"STURDYBILT PREFABRICATED HOUSES" is the name of a new illustrated 20-page catalog describing the wide range of houses, field offices, warehouses or field camps offered. Twenty models ranging from \$8,000-\$12,000 sold throughout entire Midwest. Southern Mill & Mfg. Co., Dept. AB, P.O. Box 1087, Tulsa, Okla.

Circle No. 2058 on Reply Card, p. 216

PENNSYLVANIA

ADMIRAL HOMES feature models in 1 or 2-stories, split levels and 1½ stories in their 28-page color catalog. Floor plans and pictures included. Prices range from \$8,500-\$20,000 on 20 basic models sold for Midwest, East Coast and New England. Admiral Homes, Dept. AB, 300 Mt. Lebanon Blvd., Pittsburgh 34, Pa.

Circle No. 2059 on Reply Card, p. 216



elementary...

Glazing still takes time, but with Arcadia's new Interchangeable Moulding Strips it takes far less than by other methods. Now, any Arcadia aluminum door can be glazed with either $\frac{1}{4}$ " plate or 1" insulating glass just by choosing the proper moulding strips. Takes no screws, special tools or skills. Strips snap easily in place, save glazier's time. And that saves installation costs, boosts profits on every job.



Simplified glazing is just one important point of difference between Arcadia and other sliding glass doors. For details on Arcadia steel and aluminum doors, see the Yellow Pages under "DOORS, Sliding."



ARCADIA METAL PRODUCTS, FULLERTON, CALIF.
Distributors in Canada, Puerto Rico and throughout the U.S. National Member Producers' Council, Inc., and National Association of Home Builders.



Help build a better America...
See an architect



60 yds. a day with Jaeger 6S

This contractor's Jaeger mixer and 7 man crew (3 loading, 3 wheeling and 1 operating machine) averaged a batch every $1\frac{1}{4}$ minutes. You, too, can pour better concrete faster with a Jaeger. Famous "Skip Shaker" loader speeds batch into drum in 5 to 7 seconds. Extra big bucket and flight blades insure fast, thorough mixing action and quick discharge. Seconds saved on complete mixing cycle add up to more batches per day. See your Jaeger distributor, or write for catalog.

THE JAEGER MACHINE CO., 521 Dublin Avenue, Columbus 16, Ohio

PUMPS • COMPRESSORS • HOIST TOWERS • LOADERS

YOU CAN BUILD

YOUR OWN

TECO
ROOF TRUSSES

by using Teco data and Wedge-Fit timber connectors

HOME BUILDERS save time, material, and labor with TECO Trussed Rafters that are simple to fabricate, easily assembled, and quickly erected with minimum labor.

Send for FREE Teco Trussed Rafter data for your specific jobs.



AB-561

Timber Engineering Company
1319 18th Street, N. W., Washington 6, D. C.

I am planning to build houses. Please send FREE data on foot span trussed rafter, with a slope of in 12, also booklet on "How to Build Wood Frame TECO Trussed Rafters."

Name.....

Firm.....

Street.....

City..... Zone..... State.....

LOOKING for *Thorough* HOME COOKING VENTILATION?



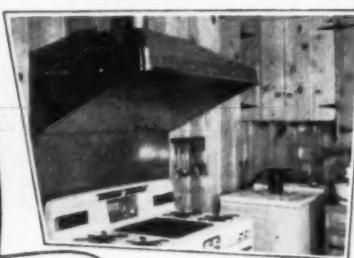
VentA-Hood

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- ★ In Capacity!
- ★ In Design!
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Exactly What
YOU Want!



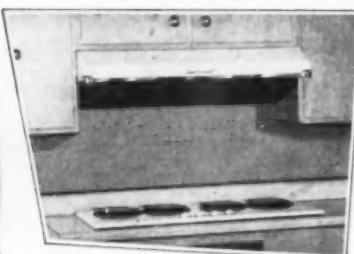
VentA-Hood

Produces
Every Style
and Trim



VentA-Hood

Offers
All Colors
and Metallics



BE SURE!

You just can't go wrong with a Vent-A-Hood! It's thorough! Factory trained cooking ventilation specialists serve every section of the country to help you in the choice of the most practical ...the most attractive cooking ventilation equipment for any kitchen arrangement. You'll accomplish more in every way when you choose Vent-A-Hood for your home cooking ventilation needs.

Depend upon your local Vent-A-Hood specialist for the cooking ventilation results you desire...a half million already have.

Please send more information about
Vent-A-Hood Cooking Ventilation

Name _____
Address _____
City _____ State _____

MOST FAMOUS NAME

VentA-Hood
IN COOKING VENTILATION

1903 Plantation Rd. • Dallas, Texas

HOME COOKING VENTILATION SPECIALISTS

Catalogs . .

ACCENT ON FLEXIBILITY—Quality standards and maximum economy in a variety of flexible designs illustrated in a 12-page color catalog. Floor plans of 6 models with 2 to 4 bedrooms in Catalog 100. Prices from \$7,900-\$50,000 on models marketed principally in Midwest, Eastern Coast states. Crestwood Homes Co., Dept. AB, Greenville, Pa.

Circle No. 2060 on Reply Card, p. 216

TENNESSEE

FAIRHILL PACKAGE—“For the builder who wants to grow” this pamphlet gives a sample low-priced model with floor plan and price. Twelve basic plans ranging from 850 to 2,060 sq. ft. with prices from \$6,000-\$18,000. For marketing within 600 mile radius of Memphis. Fairhill, Inc., Dept. AB, 2165 Latham St., Memphis 9, Tenn.

Circle No. 2061 on Reply Card, p. 216

TEXAS

READY-CUT HOUSES—Six-page pamphlet features four 1-story models and a vacation cottage. Houses, ranging from \$3,600 to \$10,500, are marketed mainly in the Southwest and are exported overseas. Houston Ready-Cut House Co., Attn. R. N. Barrett, Jr., Dept. AB, P.O. Box 124, Houston 1, Tex.

Circle No. 2062 on Reply Card, p. 216

FOR THE WEST—Twelve basic designs with pictures and floor plans featured in this Southwest catalog. Methods adaptable to any type project are detailed. Prices from \$5,200-\$16,000 on 20 basic models marketed in the Texas and Louisiana area. Southwest American Houses, Inc. Dept. AB, 1200 Givens St., P.O. Box 16, Houston 1, Texas.

Circle No. 2063 on Reply Card, p. 216

“ECONOHOME”—Low-cost shelter units including vacation cottages, bunkhouses and institutional units described in a 12-page folder. Texas also offers contemporary and modern homes ranging from \$5,000 to \$14,000. Delivered in Texas, New Mexico, Colorado, Oklahoma, Arkansas, Louisiana and by rail anywhere in the country. Texas Housing Co., Attn. Sargent Hill, Dept. AB, 9003 Denton Dr., Dallas, Tex.

Circle No. 2064 on Reply Card, p. 216

AMERICAN BUILDER

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Catalogs . .

IN TEXAS AREA—Cooper Homes offers their latest catalog featuring plans and pictures of a new 1956 line. For information, write Donald V. Livoni, Cooper Homes, Dept. AB, 820 Cleveland St., Amarillo, Tex.

Circle No. 2065 on Reply Card, p. 216

THE FABRICON SYSTEM of dividing one big room into smaller ones with assembled and finished wall storage units is explained in diagrams and pictures in an 8-page pamphlet. Fabricon, Dept. AB, 4601 E. Fifth St., Austin, Tex.

Circle No. 2066 on Reply Card, p. 216

WASHINGTON

VIRGINIA LEE HOMES—A descriptive folder on Virginia Lee Homes for 1956 is now available, including floor plans of the latest series of homes offered by the manufacturer. Each home has from 6 to 15 variations. Virginia Lee Homes, Inc., Dept. AB, P.O. Box 606, Kirkland, Wash.

Circle No. 2067 on Reply Card, p. 216

WESTERN VARIETY—More than 100 homes without duplication offered the project builder by Farwest Homes. Pamphlet explains construction details and service program. Models, ranging from 800 to 1,700 sq. ft., with 2 to 4 bedrooms, are shipped from Western Washington anywhere in the U. S. Write West Coast Mills, Attn. Eldon Reilly, Dept. AB, Chehalis, Wash.

Circle No. 2068 on Reply Card, p. 216

WEST VIRGINIA

PRE-ENGINEERED SCOTTS—“How to Build a Better Home” for mass housing or individual owners explained in a 16-page illustrated catalog. Scott Homes, Dept. AB, Wheeling, W. Va.

Circle No. 2069 on Reply Card, p. 216

WISCONSIN

FOR MORE SPACE—Quality P&H Homes feature more space and livability in their 3-bedroom designs. Information includes floor plans and sketches. Priced from \$7,000-\$20,000 and marketed east of Rockies. Harnischfeger Homes Inc., Dept. AB, 500 N. Spring St., Port Washington, Wis.

Circle No. 2070 on Reply Card, p. 216

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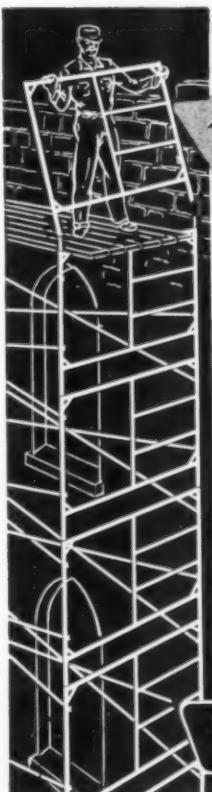
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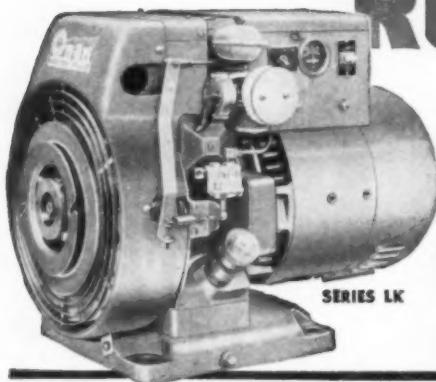
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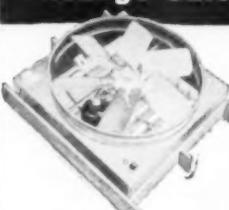
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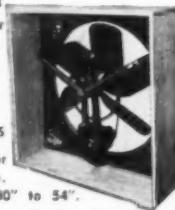
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Catalogs . . .

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ENGINEERED HOMES in Canada offer 6 family-planned homes in variety of exteriors in their pamphlet. Information on industrial housing in a second pamphlet. Eight basic models ranging from \$7,600-\$13,000 sold for Western Canada. Engineered Buildings Ltd., Dept. AB, 504 4th St., S.E., Calgary, Alberta.

Circle No. 2071 on Reply Card, p. 216

GLENWAL PANELS are featured in 4 models illustrated with floor plans in a colored pamphlet. Advantages of panels in commercial building also detailed. Prices from \$4,810 to \$24,000. Models with up to 5 bedrooms, marketed mainly in Canada. Glenwal Ltd., Dept. AB, Attn. L. E. Wade, 3601 Bonnybrook Rd., Calgary, Alberta, Canada.

Circle No. 2072 on Reply Card, p. 216

FOR A SLIGHT CHARGE . . .

CANADIAN CONTEMPORARIES—Some 23 designs, modern and conventional, offered by Colonial in an illustrated catalog. Prices from \$8,000-\$25,000. Company serves Eastern Canada and U. S. border states. Charge of 25 cents for catalog. Colonial Homes, Dept. AB, 6 Malley Rd., Scarborough, Ontario.

INDIVIDUAL HOMES—Complete line of Dixie homes described and illustrated in a 12-page catalog. Houses sold in Eastern states at range of \$7,000-\$18,000. Constructed so that additions may be mounted at a later date. Send 25 cents to Dixie Homes, Dept. AB, Upper Marlboro, Maryland.

"KEY TO COMFORT"—Swift Homes describes 13 models in an 8-page color catalog. Homes range in price from \$1,765 to \$4,695 and in size from 1 to 5 bedrooms. Shipped all over the U. S., free delivery within 500 mi. radius of Pittsburgh, Pa. Send 25 cents to Swift Homes Inc., Attn. S. L. Rothman, Dept. AB, 1 Chicago Ave., Elizabeth, Pa.

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SEE PAGE 233

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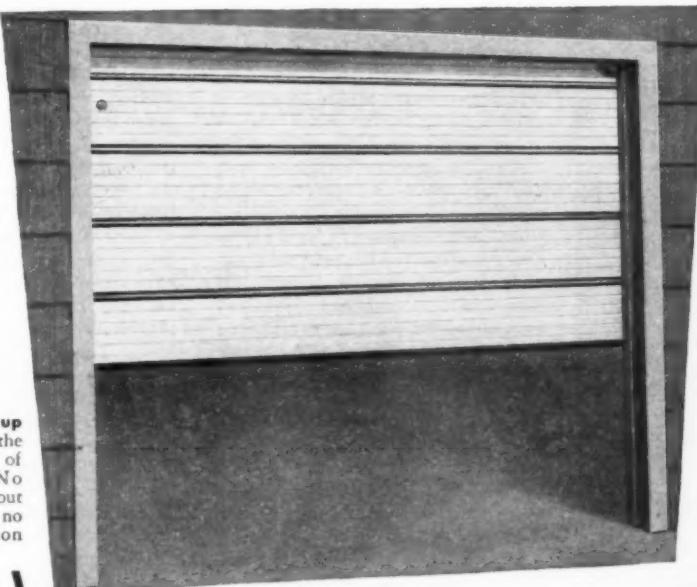
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LEGAL CONSULTANT ADVISES:

Congressional activity will affect building industry



By JOHN F. McCARTHY
Attorney-at-law

At the time of the writing of this article, the Congress is reconvening. Undoubtedly considerable legislation will be introduced and considered involving the building industry. We repeat the advice of a year ago that builders, both individually and through their respective trade associations, should be alert to advance their legitimate interests.

Increased federal financial aid for various community facilities, such as water, sewers and schools, will be among the chief topics for Congressional consideration. Federal aid to education now will extend to financial assistance for the building of classrooms. Community facilities have presented increasing problems so that legislation providing for financial assistance by the federal government in this field merits the active support of builders.

During the recess between sessions of the Congress, many investigations have been made into housing and related fields. Notable among these are the hearings conducted by a sub-committee of the Banking and Currency Committee of the House of Representatives, under the Chairmanship of Representative Rains of Alabama, and those conducted for the Committee on Banking and Currency of the Senate, under the Chairmanship of Senator Sparkman, likewise of Alabama. The Rains Committee conducted its hearings in major cities throughout the country, while the Sparkman Committee held forth in Washington. Each had as its principal purpose an investigation, first, into the effect of the tightening of credit on the home building industry; second, into the efficiency of the operations of local

FHA and VA offices; and third, into the lack of progress in the field of urban redevelopment.

The reports of these Committees undoubtedly will be productive of considerable legislation affecting the home building industry. Included in this legislation, on the subject of mortgage finance, will be bills to extend the time within which the VA may guarantee loans in connection with the construction or purchase of homes. A substantial number of veterans in all sections of the country as yet have not used the privileges afforded them by the Servicemen's Readjustment Act.

Labor will receive its share of congressional attention, and this could have important consequences for all builders. The Fogarty-Clements Bill of the last session may be pushed again. This provided for the payment of minimum wages in connection with the construction of homes financed by FHA or VA and it also required voluminous record keeping and reporting. Union welfare funds have been the subject of many inquiries and some investigations. Regulatory legislation in this field may be expected.

Public housing again will be in the limelight. Proponents and opponents already have issued statements outlining their respective positions—for many thousands of additional units, on the one hand, or for none, on the other hand. Some presidential aspirants already have had their say on the subject.

The foregoing is a brief resume of some of the expected highlights in the field of Congressional activity. Other examples might be given. But it is thought that enough has been said to indicate clearly that builders and their associations should pay close attention to the Congress.

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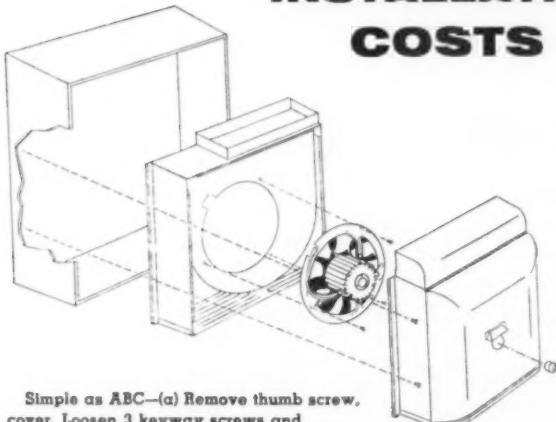
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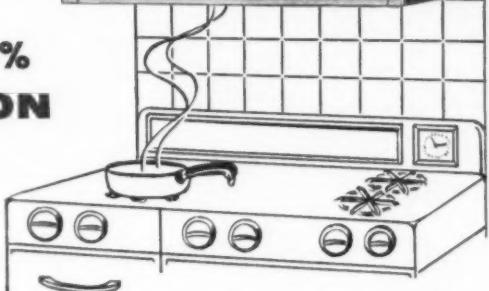
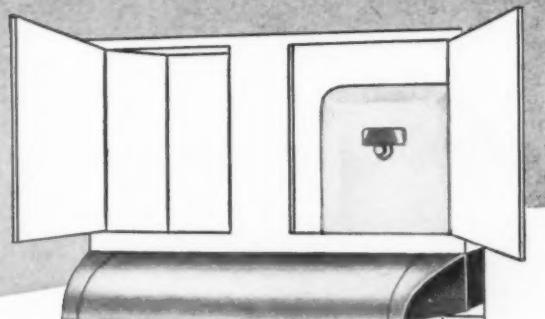
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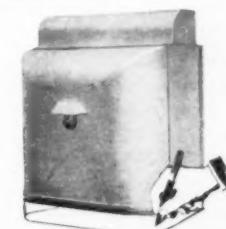
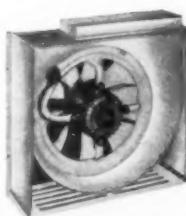
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Planning for bathroom convenience

There are many factors to consider in the proper planning of this most important room of the home. Where limited space is available it is important that adequate wall space be provided for the essential fixtures as well as the allowance of sufficient area for convenient access and use.

The technical plate on the facing page shows the relationship of the basic bathroom fixtures to each other, and the minimum clearances that should be provided between the equipment and adjacent walls. The dimensions given are considered minimum for proper and comfortable use and should be increased wherever possible.

For the sake of clarity, the common recess type of bathtub is shown in relation to these space requirements. When planning for the use of other types of tubs (such as square or corner) the same minimum dimensions should be observed. Likewise, lavatories should be given the same consideration. Where the cabinet or counter-top unit is used, space in front of the cabinet should be increased to allow for door-swing.

Because of the variations in the size of plumbing fixtures no attempt has been made to give specific space dimensions for these. In planning the bath or toilet room it is advisable to check the actual dimensions of the equipment to be used.

The second plate of this series is reference material in planning for bathroom accessories. The establishment of fixed dimensions, of accessories, in relation to the major plumbing fixtures, allows for blocking and rough-in prior to actual installation of the finished wall surfaces.

In addition to the major bathroom accessories shown here, there are scores of other items which may be installed to make the bath more convenient. Information on these products may be obtained by consulting manufacturer's catalogs. For a list of the manufacturers of bathroom accessories write—Research Dept., American Builder, 30 Church St., New York 7, N.Y.

The 1956 HENRY BACKHOE with Hydraulic Outriggers

A Henry digs wherever digging is to be done—in close quarters or the wide open spaces. It digs a full 10½ feet deep—loads 8 feet high.

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Team this Henry Backhoe with the Henry Industrial Tractor Shovel and you get the world's finest digging and loading unit. Ask your implement dealer for more Henry facts, or write us today.

Henry Hydraulic Outrigger
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"YOU CAN DO IT BETTER WITH A HENRY"

HENRY HYDRAULIC all-purpose EARTH MOVERS

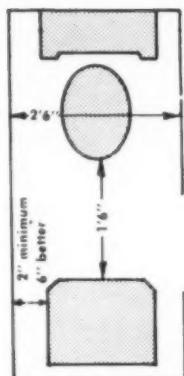
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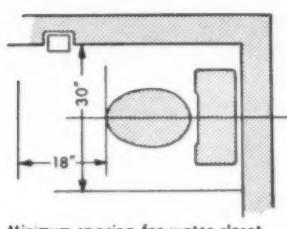
BACKHOES • BACKFILL BLADES • SCRAPERS • TRACTOR SHOVELS

Technical guide . . .

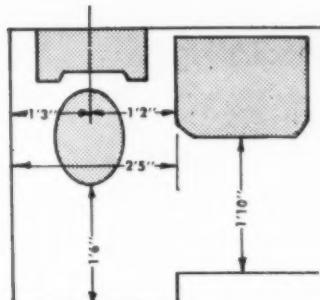
Bathroom Fixture Requirements



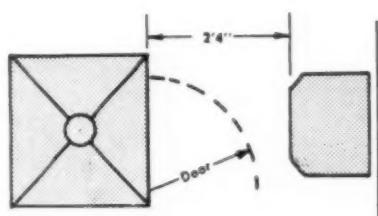
Water closet and lavatory



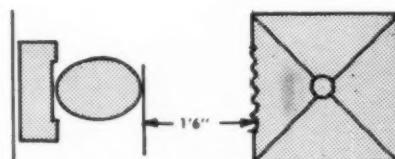
Water closet



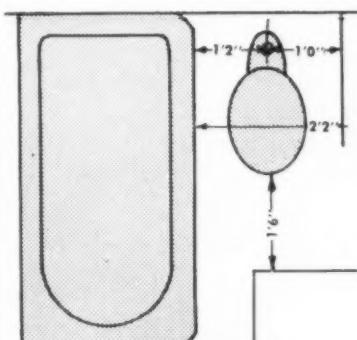
Water closet and lavatory side by side



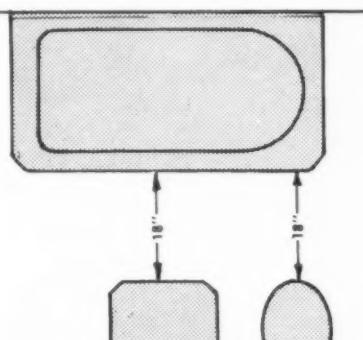
Shower and lavatory



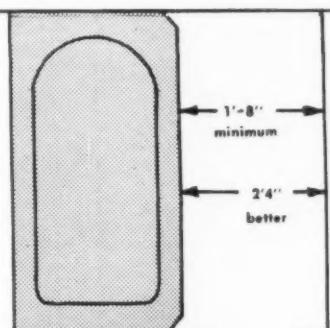
Shower and water closet



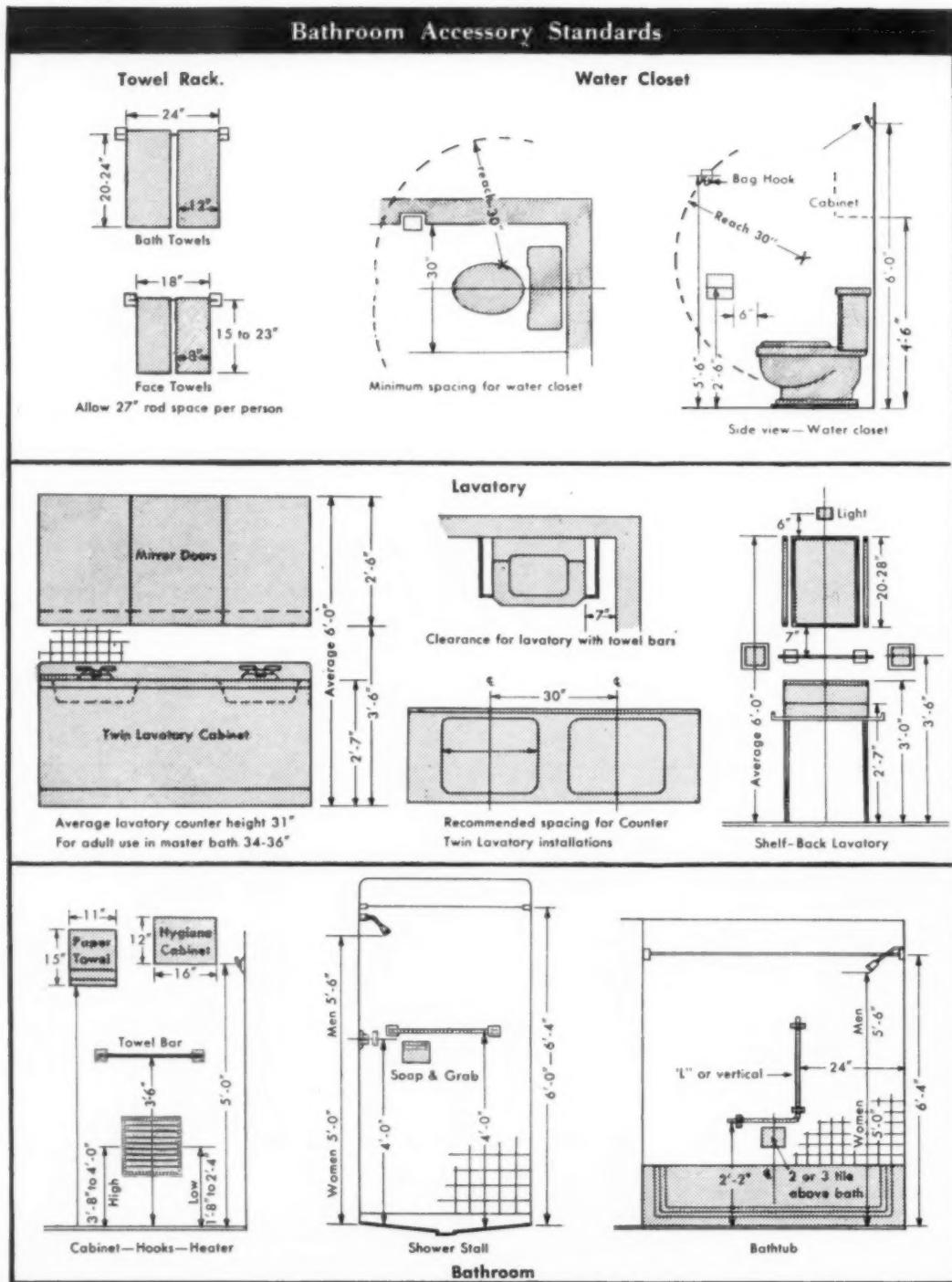
Water closet and bathtub side by side



Water closet and lavatory facing bathtub



Wall and bathtub



decorative lighting by **virden**

This smart, new, pull-down fixture has *reel concealed*

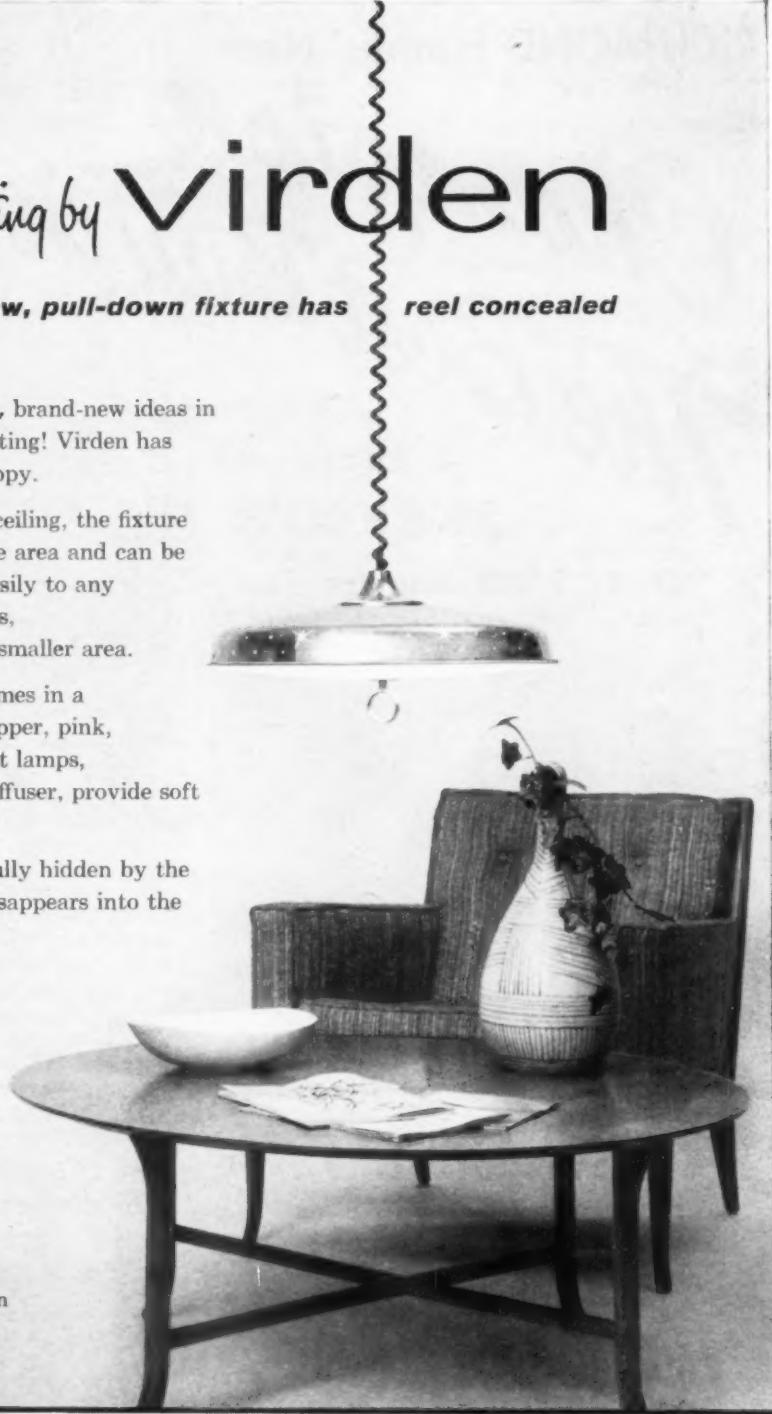
Here is one of the brightest, brand-new ideas in the long history of home lighting! Virden has concealed the reel in the canopy.

Hanging 33 inches from the ceiling, the fixture spreads its beams over a wide area and can be pulled down instantly and easily to any desired length up to 53 inches, concentrating its beams in a smaller area.

Its generous 18-inch hood comes in a variety of finishes—brass, copper, pink, white or black. Three 60-watt lamps, shielded by a frosted glass diffuser, provide soft but efficient illumination.

The thin, strong cable—artfully hidden by the smart, coiled, black cord—disappears into the decorative ceiling canopy as the fixture is raised.

Shown here is but one of the many styles of Virden reel-concealed pull-down fixtures—all designed to blend skillfully with countless varieties of room arrangements and furnishings.



Write today for Catalog No. 56, showing in full color all of the popular Virden styles, including the Virden line of pull-down fixtures.

Member of American Home Lighting Institute



John C. Virden Co., Dept. AB-2, 6103 Longfellow Ave., Cleveland 3, Ohio

Please send me Catalog No. 56.

Name _____

Address _____

City _____ Zone _____ State _____

Occupation _____

RICHMOND Homes' New

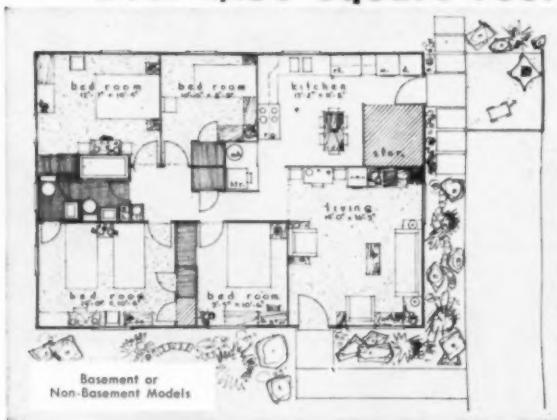
Champion The Best Buy in its Class!

1½ Baths

3 Bedrooms

28'8" x 40'8"

Over 1,150 Square Feet



A Complete Line of Traditional and
Contemporary Homes Competitively Priced

• The Standard Line

Low Cost Quality Homes

Conventional Type Framing

• The Magic Circle Group

Medium Priced Luxury

Homes with Sales Appeal

• The Nassau Group

Contemporary Designs—Strong,
Quality Construction Throughout

**The Quality Home, Factory Built
for Particular and Capable Builders**



Another Great Richmond Achievement in Low Cost Housing!

Now Richmond Homes has added the CHAMPION to its great group of Standard Line Homes. The Champ is a roomy, low-cost four-bedroom home with 1½ baths. It is a house that offers greater privacy and traffic control to large family groups.

Like all other Richmond Homes, it is built with the finest of famous construction materials and workmanship. Framing is 2 x 4—16" o. c. with strong trusses bearing on outside walls. Fir and Hemlock No. 1 and better is used in all framing and trusses. Outside covering is factory applied and one day of field work is all that is necessary to put it under cover, with doors and windows secure.

The Champion Joins Two Other Great
Individualized Low Cost Project Homes

The Challenger

28'8" x 36'8" — 4 Bedroom

Quality Construction

The Peerless

28'8" x 36'8" — 3 Bedrooms

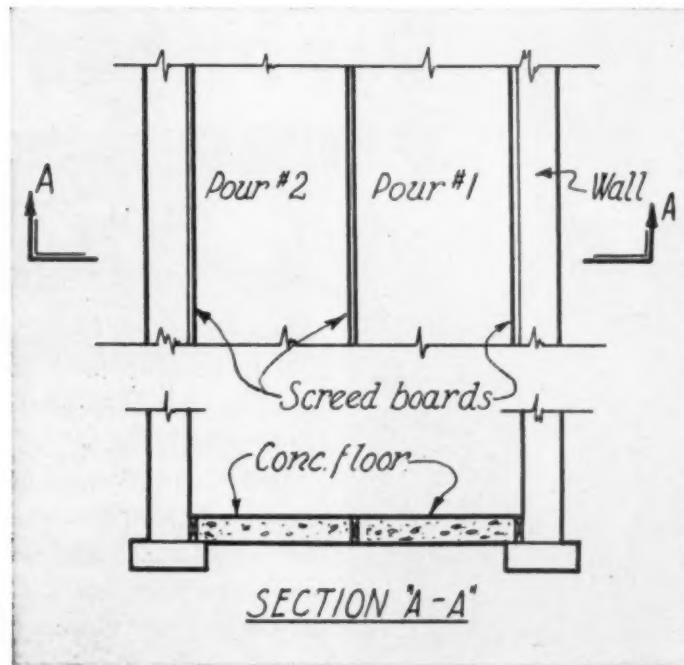
Low Cost — Quality Materials

All Richmond Homes Are Conventional Construction
Precision Built with Nationally Recognized Quality Materials

Write Box C



RICHMOND homes • INC.
RICHMOND, INDIANA



Keeping the slab pour level when walls are up . . .

QUESTION: I am concerned about a four inch thick concrete pour that I have to make for a 30 x 60 area. A 50 # moisture barrier and 6x6 6/6 reinforcing mesh will be laid down first, therefore I do not think it is practical to use wood screeds for levelling the surfaces. Walls of the building are already in place. Stakes at intervals are often used. Their tops are level with the floor. These are used as pivot points for swinging the striking-off board from one stake to another. What is the most practical grid spacing?

T. J. H., York, Pennsylvania

ANSWER: To screed a concrete floor in a building whose walls

are already up, such as in the basement, the best method would be to work in two steps. First, put down screed boards along the center of the floor and along one wall. Finish the concrete in that half of the floor. After the concrete has set, pull out the screed boards and put down one board along the other wall, and work between this new board and the already set concrete. Putting down individual, small stakes and working between them will result in a wavy finish and therefore cannot be recommended.

Geo. A. Kennedy, Struct. Eng.
Chicago, Ill.

Start fresh with a new field

QUESTION: A cafe in a rural area has trouble disposing of the dish water. As the water moves through the grease trap and on into the field tile it is not absorbed by the ground, but accumulates in this area and gives off a bad odor. What can be done?

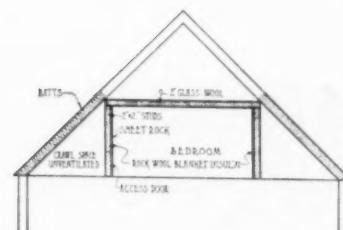
W. A. E., Girard, Kansas

ANSWER: The ground that surrounds the tile has evidently become sour and is saturated with the chemicals from the dishwater. A solution would be to dig up all the old tile, turn over the surrounding ground and allow it to dry out, and then relay the tile in a fresh bed of gravel or crushed rock. The septic field should also be enlarged to handle the added load placed upon it.

Insulation in the right place

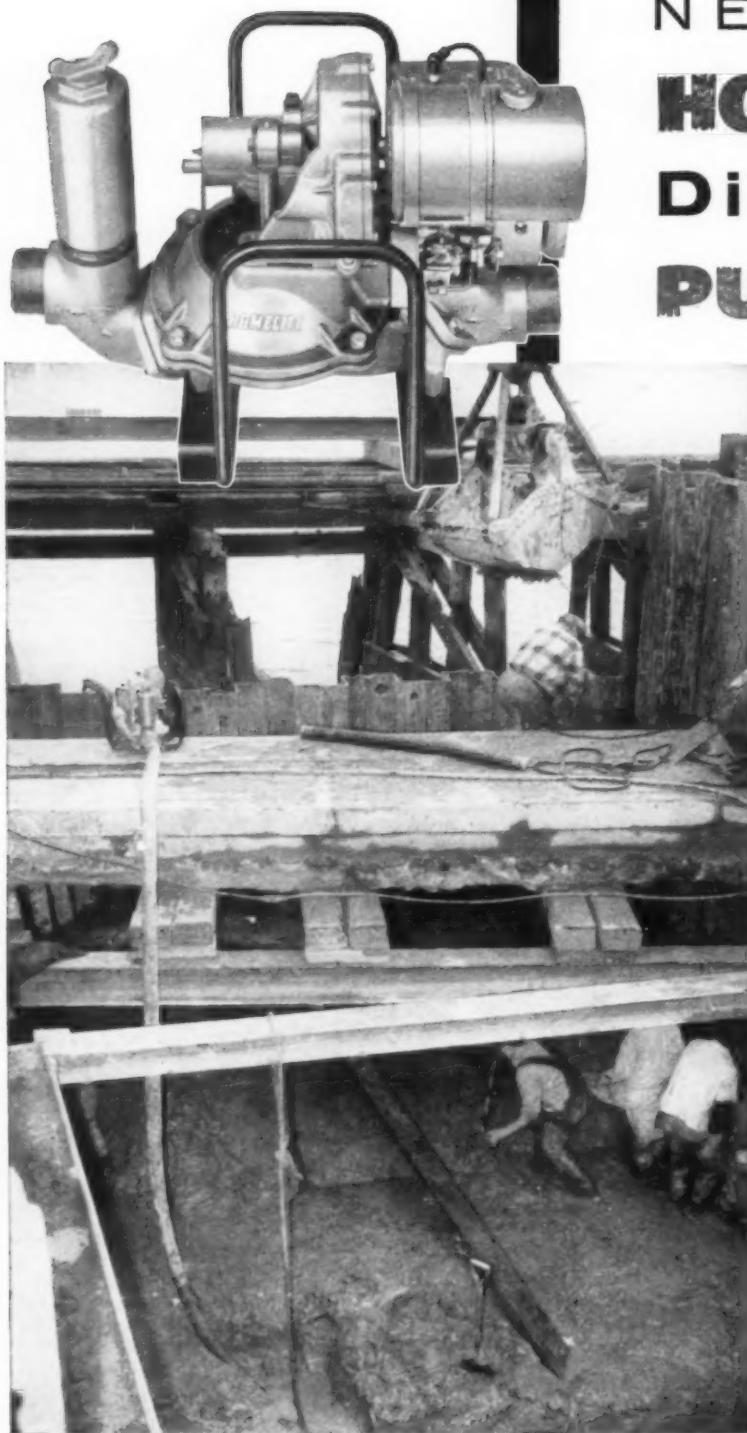
QUESTION: I bought a house with the roof and ceiling of the second floor insulated but not the walls. These walls are cold. What type of insulation do you recommend there? If the bedroom walls are insulated should the insulation be removed from the roof? Will condensation develop in the crawl space if the bedroom walls are insulated?

H. F. R., Massena, N. Y.



ANSWER: I would suggest that you add batt type of insulation to the vertical sidewalls. Place the blankets between the framing members with the vapor barrier toward the room. Leave the insulation between the rafters. If a careful job is done on the sidewalls, fitting the blankets snugly to the framing members, there should be no difficulty with condensation.

(Continued on next page)



NEW **HOMELITE** **Diaphragm** **PUMP**

**for All
Heavy-Duty jobs***

This new, job-tested Homelite diaphragm pump will handle *all* your heavy-duty jobs with greater ease and mobility.

Its new internal design not only pumps up to 5000 gallons per hour but handles sand, mud, solids and muck with equal ease. Because it weighs only 120 pounds, it goes anywhere quickly and easily . . . saves money in labor and haulage costs.

The entire unit construction is keyed to smooth, continuous performance. Flapper valves have special self-cleaning action to prevent clogging. The accumulator holds flow at a steady rate. Gears are totally-enclosed for full protection. Spring skids provide steadier footing, reduce vibration.

Write or call your nearest Homelite representative for complete information or a free demonstration.

***120 pounds for easier carrying**

Model 20DP3 has guaranteed suction lift up to 28 feet and total head up to 50 feet, including friction.

Manufacturers of
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PUMPS
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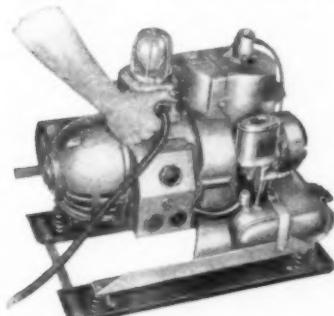
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502 RIVERDALE AVE., PORT CHESTER, N. Y.

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HOMELITE
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SELF-PRIMING CENTRIFUGAL AND DIAPHRAGM PUMPS

Sizes: 1½" to 3" — capacities to 15,000 g.p.h. for dewatering and water supply.



ELECTRIC GENERATOR SETS FOR TOOLS AND LIGHTS

Complete range of sizes and voltages up to 5,000 watts.



LIGHTWEIGHT POWERFUL ONE-MAN CHAIN SAWS

Complete line of saws with clearing and brushcutter attachments for every woodcutting job.

HOMELITE

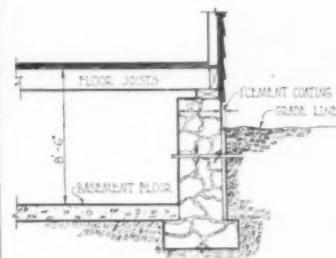
A DIVISION OF TEXTRON AMERICAN, INC.
PORT CHESTER, N. Y.

Ask the experts . . .
(Continued from page 229)

Can stone walls be made tight?

QUESTION: Has any method come to your attention which eliminated the objectionable condensation on stone walls? A 2x4 inch furring was used in the basement in finishing off a room in an old stone house. Cedar paneling was used, yet the condensation on the wall behind this cedar was so great that within a few days the bottom of the paneling was noticeably darkened by this moisture. The owner is willing to go to any expense to overcome this condition.

B.A.D., Clinton, N. J.



ANSWER: It is rather difficult to make this type of wall tight unless the outside surface from the top of the footing to the grade line is finished off with at least one inch thickness of a cement coating. A spray coat of a waterproof compound would assure a tight job.

How to figure case work

QUESTION: Send me some information on how to measure and estimate upper and lower kitchen cabinets by the square foot method.

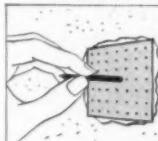
J. F., Toms River, New Jersey

ANSWER: Standard practice is to figure custom case work on the square foot basis, with a unit price for upper and lower cases. To the base price are added as extras such items as finished ends, corner shelves, extra drawers, flour bins, bread boxes, etc. The cost would vary, depending on the species of wood used. Tops are figured as a separate unit. This square foot method is fairly successful on items like kitchen cabinets where the parts are more or less uniform.

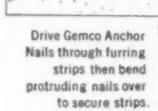
If you have a building problem,
write to Ask The Experts, American
Builder, 30 Church St., New York 7.

**SIMPLE STEPS for
faster, lower cost fin-
ishing of concrete or
masonry walls with
wallboard or wood.**

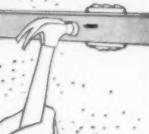
1 Dip small portion of adhesive from can with putty knife and spread on base of Gemco Anchor Nail as shown.



2 Push Gemco Anchor Nail in place with sliding, twisting motion; remove briefly, then replace. Allow to dry.



3 Drive Gemco Anchor Nails through furring strips then bend protruding nails over to secure strips.



4 Nail wallboard, plywood or wood panels to furring strips . . . and the job is done. It's just that simple!

HERE IS ALL YOU NEED

Gemco Anchor Nails have ample strength to hold sidewall loads in place securely. Easy to install. Anchoring is sure, safe, permanent. Great time- and money-savers!



Tuff-Bond General Purpose Adhesive bonds the anchor nails securely to concrete or masonry; super-strength; waterproof. Also **Tuff-Bond Quik-Set** for fast bonding to smooth surfaces.

GOODLOE E. MOORE, Incorporated,
Danville 36, Illinois

Please send details and prices on **Gemco Anchor Nails** and **Tuff-Bond Adhesives**.

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Company _____

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City _____

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Built IN 1680
Owned BY PAUL REVERE
 1770-1800
Stain BY CABOT SINCE 1892



North Square, Boston.

Courtesy Paul Revere Memorial Association.

Cabot's STAINS

the choice then...

For thirty years, this was the home of Paul Revere. It was here he created his beautiful works of silver, and from here he set forth on the famous night of April 18, 1775 to warn the countryside "the British are coming!" The narrow clapboard walls of the Paul Revere House have been treated with Cabot's Stains at 7 to 8 year intervals ever since 1892. Cabot's Stains were chosen because only Cabot's Stains

- are especially suitable on old weather-beaten surfaces
- penetrate deeply — actually dye the wood
- enhance grain and texture
- preserve wood from decay, insects, weather
- will not crack, peel or blister
- cost less than $\frac{1}{2}$ as much as paint

Available in 18 appealing colors

Cabot's - the choice now...



...Cabot's Stains were chosen for this new house in Greenville, S. C. From the wide range of modern shades available, Cabot's #RH 51 Sage Brush Gray was used. Architect: W. E. Freeman, Jr., and Associates, Greenville, S. C.

Samuel Cabot

SAMUEL CABOT INC.

224 Oliver Building, Boston 9, Mass.

Please send me information on Cabot's Stains



CMC Hoe-Boy Mixers are the Sure Way to Cut Job Costs

You can't beat a low cost Hoe-Boy for mixing easier, better, faster. Adjustable Triple Action Steel or Rubber Mixing Hoes do a REALLY THOROUGH JOB of mixing. It's only 29" wide to go through narrow doorways. And then there are Leak Proof Seals, Anti-Friction Tapered Roller Shaft Bearings, Heavy-Duty Electric Welded Frame, Machine-Cut Sprockets, Roller Chain Drive.

There's a complete range of CMC Hoe Type Mixers from the 3 1/2 to 4 1/2 foot Hoe-Boy through two 6-foot models, an 8 and 12-foot Mechanical Hoeman.



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COST CUTTER LION UNIVERSAL TRIMMER

Accurate, razor-like cut any way of grain. Quick adjustments to 45 degrees or 90 degrees. Miter, bevels, squares, chamfers—hundreds of uses! A time saver on every job.

WRITE FOR FULL INFORMATION

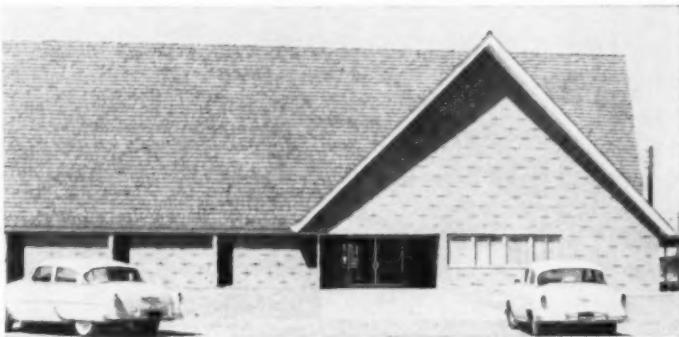
POOTATUCK CORP.

50 Old Stratford Rd.
 Shelton, Conn.



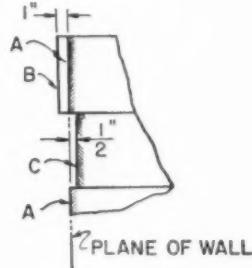
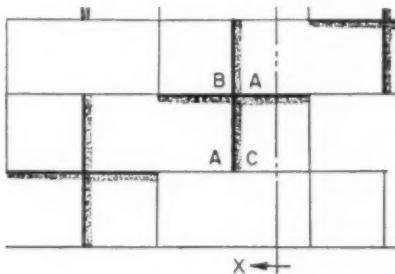
How to do it better

Ideas for the man on the job



GRACIOUS pattern of walls, above, was obtained by laying up concrete blocks

in the manner illustrated by the detailed diagrams, below.



Pattern for a church wall . . .

A cross pattern was produced in the exterior walls of the First Congregational Church of Bakersfield, Calif., by laying up concrete block in the manner indicated here.

Although the walls appear as

though there were crosses built into them, the effect was produced merely by recessing the concrete blocks in a repeated pattern over the entire wall area, creating shadows.

G. B. S.

Can you do it better . . . faster . . . cheaper?

We'd like to know about it . . .

SEND US . . .

- A brief written description
- A simple sketch
- Snapshots, if possible
- A picture of yourself, and your name and address

You are American Builder's main source of better building methods, so send us your ideas. Good sketches are most important; a free hand drawing is fine so long as it's clear. If we publish your idea, we'll send you \$25 for your trouble. Mail contributions to: American Builder, 30 Church St., New York 7, N. Y.

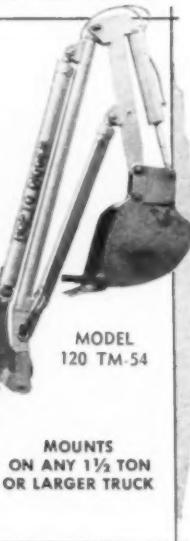
AMERICAN
BUILDER
HOT STREAM

Write for the most complete water heater catalog ever published—The Hotstream Heater Co.—Dept. A—2363 E. 69th St.—Cleveland 4, Ohio

HOPTO

DIGGER • TRENCHER • SHOVEL • CRANE

Does 101 jobs
in half the time...
at half the cost...
with lower equipment
investment!



Here's profit-making utility in a versatile, low cost unit! HOPTO mounts on any 1 1/2 ton or larger truck... one already charged off to depreciation! HOPTO gives you a mobile unit for handling bulk materials, pulling forms, splicing trusses and steel, excavating for footings and foundations! HOPTO does hundreds of jobs! Cuts labor costs in half or less!

COMPLETELY HYDRAULIC... EASY TO OPERATE

An average unskilled laborer can easily master the simple handling of a HOPTO in a few hours. Four valve control levers give HOPTO a 200° swing, 11-foot digging depth, 14-foot lift (24-ft. with crane boom), and control the dipper stick extension to permit vertical, straight-sided digging.



UNEXCELLED UTILITY

Unloading construction materials is but one of the hundreds of jobs that a crane-boom equipped HOPTO does more safely, in a fraction of the time! Crane boom, grapple hook, shovel buckets and back hoes in a variety of sizes and types equip the HOPTO for your kind of work. Units are easily interchangeable. Choice of power units, or HOPTO may be equipped to operate from the power take-off of the truck on which it is mounted.



In addition to the truck-mounted unit illustrated, HOPTO is available as a trailer unit, self-powered or power take-off operated, as unit for crawler tractor mounting, or as a complete self-powered, self-propelled track unit. Badger also manufactures a full line of Badger Trenchers.

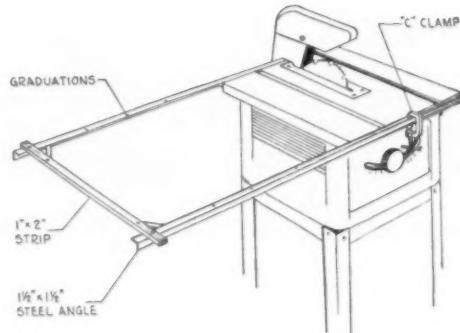
WRITE TODAY for complete information on the unit that best fits your requirements.

BADGER MACHINE CO.

WINONA, MINNESOTA

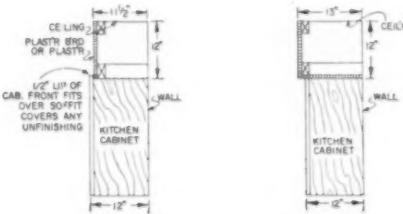
DEPT. 23

How to do it better— Ideas for the man on the job



One man can cut 8-foot panels on table saw

With this simple combination support and guide, one man can cut as much as four feet from an eight foot panel without any extra help. The guide bars are clamped on to the table saw. The slide is graduated so that when the guide measures four feet from the saw, the four-foot mark will align with the groove in the saw table.



Soffits over kitchen cabinets

This way of building a soffit over kitchen cabinets can save as much as \$75.

Most soffits are 13 inches deep, and overhang the 12 inch cabinet underneath. If this soffit depth is reduced to 11 1/2 inches and the cabinet form extended 1/2 inch up beyond the top of the cabinet, there is no need to build a bottom on the soffit.

Furthermore, the extended cabinet lip will cover any imperfections in the plastering or sheetrock on the soffit, and simplify finishing.

Provides fire stops between studs

To reduce the rapid spread of fires to upper floors or attics, a good fire stop or draft stop is provided by stapling between the studs three plies of the asbestos paper that is used on furnace pipes. Double the paper back at each end for rigid stapling. This type of fire stop is easily penetrated if extra electrical wiring is required later.

Arthur N. Nelson, Kansas City, Mo.



IF YOU have a stake in new construction anywhere in the 37 eastern states, Dodge Reports will tell you what's coming up, whom to see, what the job requires, when bids are due, who gets the contract. They give you all the information you need to sell, to plan ahead, to pick and choose the jobs you want.

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Yes Sir — just 10 minutes or less that's how little time it takes me to assemble and set a Bilco Door ready for pouring the concrete. And it's my best selling feature!

Cost? None at all. I save money by cutting down man hours during construction with that direct opening to the basement.

A must for
rumpus room
or work shop.
For satisfied
customers and
faster sales
install



Bilco

AMERICA'S FINEST
BASEMENT DOOR

Sold by Lumber & Building Supply Dealers.

THE BILCO CO., DEPT. 110B, NEW HAVEN, CONN.

Please send me complete information on the
BILCO DOOR, sizes, prices and dealers' names.

I build 10 or less 10-100 100-500 houses

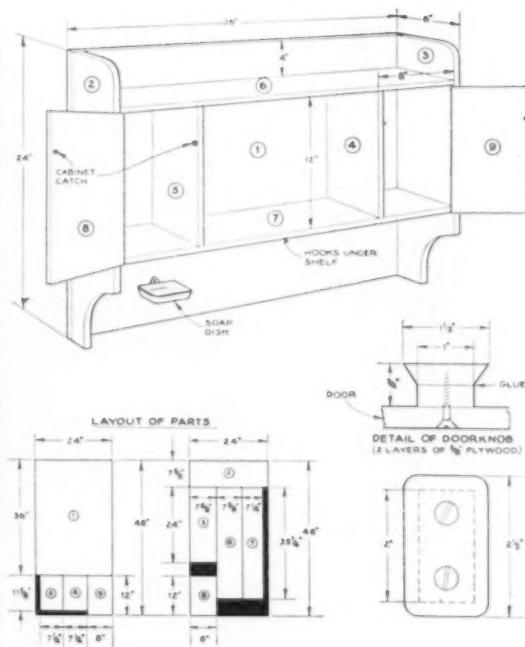
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ADDRESS _____

CITY _____ STATE _____

Special-Purpose Wall Cabinets

OVER-THE-SINK CABINET



New storage cabinet holds everything for the sink

Where a sink faces a blank wall, this quickly built cabinet will provide storage space for soap and other cleaning supplies used at the sink. If not needed for utilitarian purposes the open shelf in the center might be reserved for a couple of small potted plants or knickknacks. Alternatively, a fluorescent lamp could be mounted there to put more light on the dishwashing chore. Hooks can be placed under the bottom shelf to hang brushes and utensils. Designs for this and other built-ins can be found in the book, "How to Build Cabinets for the Modern Kitchen," which was recently published by Simmons-Boardman.

In addition to its use over the sink, this cabinet might go at other spots in the kitchen for storage of cookbooks, housekeeping records, and perhaps a box of recipe filing cards.

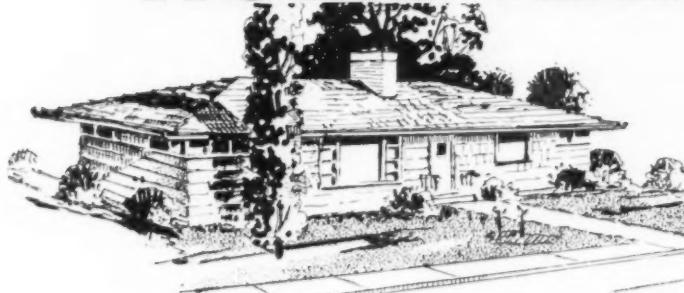
Lay out the parts as shown and you will wind up with little waste. All parts go together with butt joints. If clamps are available, assemble the parts with glue and nails. If not, flathead wood screws will do a good job. Counterbore and fill the screw heads on visible faces of the cabinet. As shown, a couple of door knobs can be fashioned from the scrap material, making the operation even more economical.

The layout of parts illustrated above, incidentally, shows a planning step you should always take for other cabinets before starting work, in order to reduce waste.

MATERIALS:

1 panel $\frac{3}{8}$ " plywood, 4' x 4' 2 pair of hinges
2 cabinet catches

If you dare offer pre-fabs
with INDIVIDUALITY . . . see
HOME-WAY



- We furnish complete factory-built homes with flexible design to meet your customers' individual home needs. You handle erection, utilities.
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JALOUSIE DOOR**

"THE DOOR THAT GIVES YOU MORE"



Patents Pending
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...as a Combination door
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Door

Complete with 7/32" Crystal
Plate Glass—All Aluminum
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Weatherstripped Z-Bar Hanging
Stiles and Header—1" Weatherproof
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Bearing Hinges—Solid Aluminum
Push Bar—Door Closer
—Full 1 1/8" thick—Stainless
Steel Lever-Type Operator—
Box-Type Double Kick Panel.

WILL NEVER

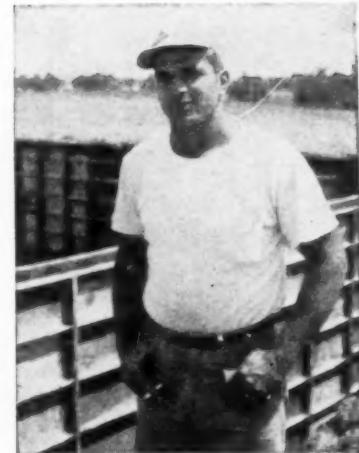
• Need Painting	• Rot
• Swell	• Rust
• Shrink	• Warp

Will not sag! Diagonal corner
strength of over 16,000 lbs.

Priced to compete with wood! Cuts installation time in half!



BY **ANDERSON MFG. CO., INC.**
OWENSBO, KY. BRADENTON, FLA.



Homes constructed by
Palmer & Krueger, Kenosha, Wisconsin

**Magnesium Forms
Speed Work on
Kenosha Jobs**

Jim Krueger of Palmer & Krueger, Kenosha, Wisconsin says that after several days rain which left the ground muddy and substantial water in the excavation, his men were still able to strip Symons Magnesium Frame Plywood Forms from one job, load them on a truck, and take them to another job at the other end of town, unload them and set them up ready for pouring by 3:00 P.M.

ACTUAL SET-UP TIME—2 HOURS

The foundation was 30' x 42' with window bucks and brick ledge. Walls were 7 feet high and 10 inches thick. Jim Krueger credits the fast set-up to Symons Lightweight Magnesium Frame Plywood Forms and his crew of 4 experienced men.

90 USES PER SET PER YEAR

Palmer & Krueger has two sets of Symons Magnesium Frame Plywood Forms. They pour an average of 6 foundations per week. Before each use, the forms are oiled with a horse hair window brush that has a six foot handle. Forms set up one day are always stripped the following morning. Time required for stripping is approximately one hour.

FREE ENGINEERING SERVICE

Upon receipt of your plans our engineering staff, which is experienced with all types of forming, will furnish complete form layouts and job cost sheets on your form work—at no charge or obligation. Our salesmen are always available for consultation and to give advice on form erection, pouring and stripping methods. Builders throughout the country use this service to their benefit and profit.

Rentals—Symons Forms, Shores and Column Clamps may be rented with purchase option, all rentals to apply on purchase price.



SYMONS CLAMP & MFG. CO.
4261 Diversey Avenue, Chicago 39, Illinois, Dept. B-6

Please send complete information on Symons Plywood Forms in Magnesium Frames.

Name _____

Firm _____

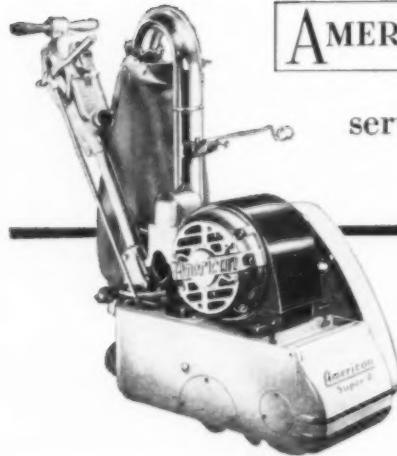
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serves the leading floormen
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The American Super 8 leads in performance with twice the speed of Standard machines. The vari-speed drum transmission and drum speed dial selector are typical ahead-of-the-times features by American engineers so you can sand any floor quickly and at a profit.

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Machine Demonstration
... no obligation.

NEW! →

AMERICAN SUPER SPEED ABRASIVE PAPER

One test will show you beyond all doubt the amazing superiority of the all-new American Super Speed . . . a paper produced on the newest and most modern making machinery in the industry. Try some Super Speed today . . . made for floor sanding by floor sanding experts. It costs no more. Send for price list and free sample sheet . . . no charge, no obligation.



THE AMERICAN®
FLOOR SURFACING MACHINE CO.
ESTABLISHED 1903

511 So. St. Clair St.,

Toledo 3, Ohio

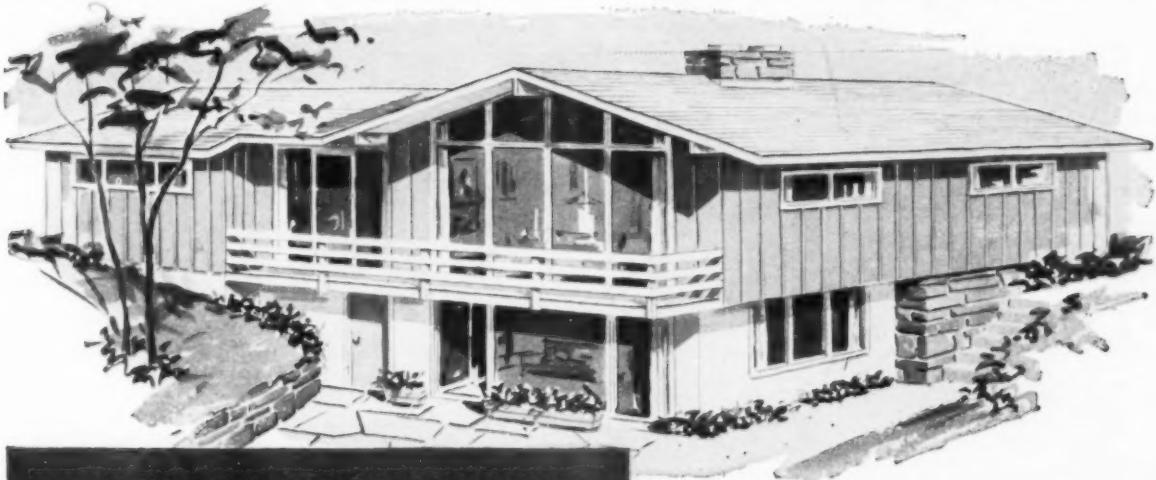
PERFORMANCE PROVED PROFESSIONAL MACHINES FOR CONTRACTOR USE • WORLD-WIDE SALES AND SERVICE

**PROFIT FROM THE NEW
BERMICO PROMOTION
IN SATURDAY EVENING POST—
BETTER HOMES AND GARDENS**

10 MILLION FAMILIES are reading BERMICO advertisements this year! That's going to make a lot of your customers ask about "Today's pipe for tomorrow's homes." Make the most of this new BERMICO promotion. Sell BERMICO for repeated sales and steady profits. Brown Company, Dept. HB-2, 150 Causeway Street, Boston 14, Mass.

To Bermico Dealers—Send your name and address and we will ship you brand new sales literature to give prospects and to increase your sales. We will refer direct inquiries in your territory to you.

Are you cashing in on the trend to Asbestos Flexboard in board and batten construction?



- Fireproof
- Weatherproof, wears like stone
- Beautiful stone gray color
- May be painted any color desired*

*Most leading paint companies manufacture paint especially for asbestos-cement and masonry products. Flexboard is primed with these paints (containing Chlorinated rubber or Pliolite S-5) and a quality grade of exterior house paint is used for the finishing coats.

Asbestos Flexboard gives you color*—beauty—the permanence of stone—all at lower cost!

One of the most exciting developments in home building has been the use of Johns-Manville Asbestos Flexboard® in board and batten construction. This modern material meets every basic requirement for an exterior siding.

Made of asbestos and cement, it has the permanence of stone. Sheet sizes are from 4' x 8' up to 4' x 12', in 1/8", 3/16" and 1/4" thicknesses. Applied over J-M Weathertite Sheathing in conventional frame construction, it provides a finished exterior wall not only at lower construction cost but at lower maintenance cost to the homeowner. Flexboard can be painted* any color desired but never needs painting to preserve it.

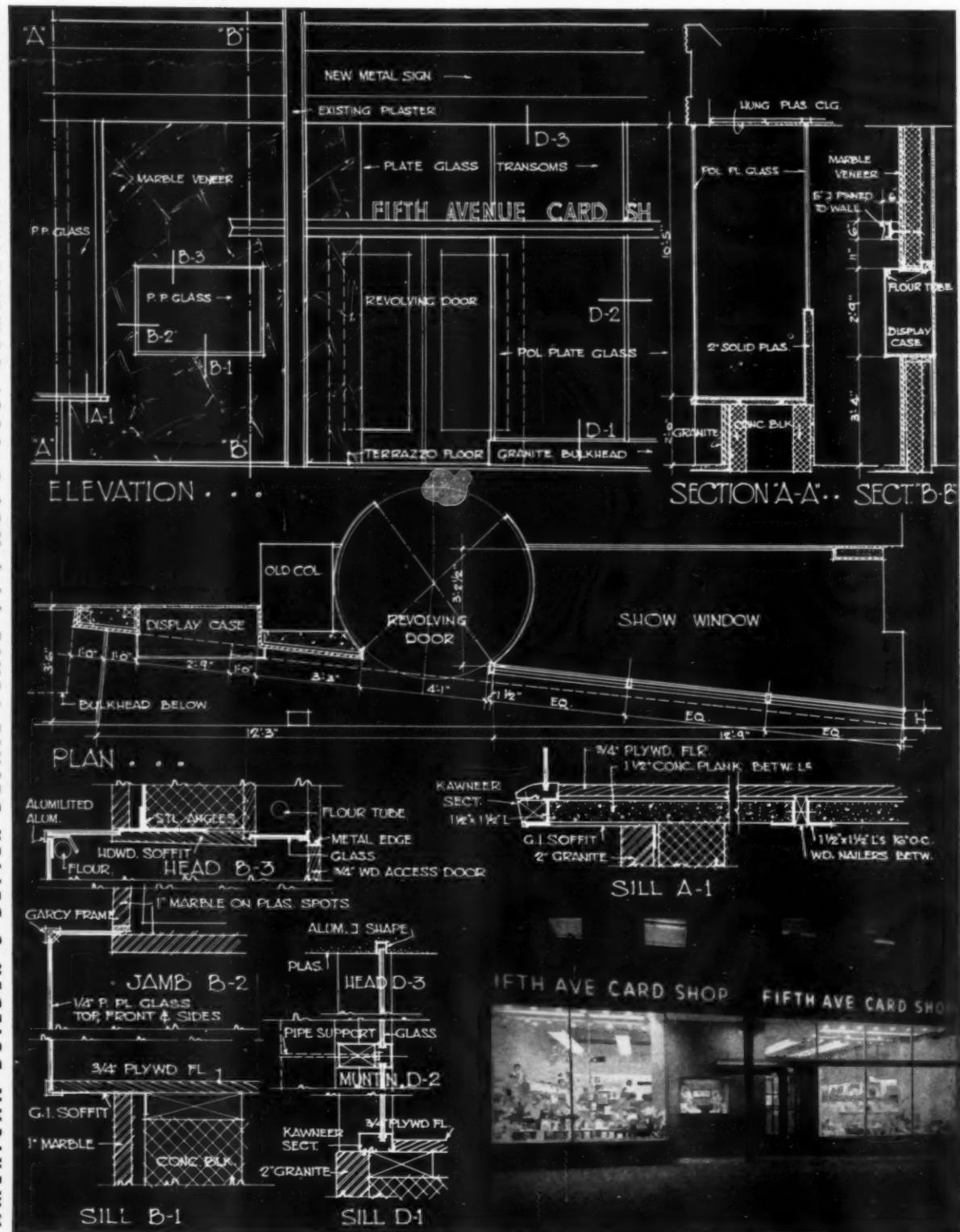
Learn more about this new method of building with Flexboard. Send for the free booklet, "The Modern Trend in Home Design." Write Johns-Manville, Box 111, Dept. AB, New York 16, N. Y.

JOHNS-MANVILLE
JM
PRODUCTS

Johns-Manville

The revolving door is the key to this

AMERICAN BUILDER'S BETTER DETAIL PLATE NO. B-136: COMMERCIAL REMODELING



remodeling

This is an alteration of one of the stores on the street level of New York City's Empire State Building.

Fireproof construction was used throughout in the change-over. Due to the tremendous draft created by the high speed elevators in the building lobby a revolving door was necessary in this installation; otherwise papers and cards would actually be drawn into the lobby when the inside doors were opened.

The problem involved was to increase the size of the store, work around the existing column as it applies to the store front; arrange for the revolving door in the approximate center of the front, keep the actual remodeling to a minimum and yet produce an interesting front. All of these conditions have been well handled in the completed project, as shown at left.

The offside position of the revolving door, located at one side of the center structural column, is balanced by the adjoining marble panel which extends into the present show window left practically undisturbed. A protruding metal and glass display case is built into the marble panel. This is located on the opposite side of the structural column.

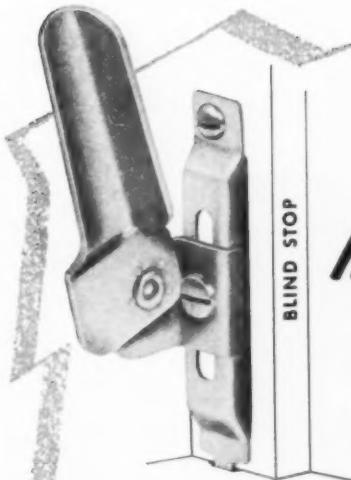
A free standing transom bar formed from a five inch channel covered with aluminized aluminum and pinned to top of door frame and mullions, ties the new units of marble panel, revolving door and new show window together.

The existing bulkhead is a recessed type with the floor 20" above the sidewalk. The granite face is about 12 inches back of the glass line. The new bulkhead 9 inches above the sidewalk is faced with granite which projects slightly in front of the glass. This planned variance has produced a well balanced and unified treatment. The metal used on this job is aluminized aluminum and the marble a grey texture interspersed with white.

Designed by:
Louis J. Gluskin
New York, N. Y.

Detailed by:
T. J. Nychay
Chicago, Ill.

FEBRUARY 1956



Screen Installation Champ

1956 STYLE

This mighty midget makes it so easy to install Durall Tension Screens that a novice looks like a professional and a professional looks like a champion. Tap it on the sill, drive one screw, "snap-in" the screen. It's automatically adjusted...and you'll have a perfect installation every time.

But that's only the beginning of the big advantages of Duralls. Here are some more...



LESS EXPENSIVE TO BUY

They have no all-around frames, just top and bottom rails that hold the screen in the window under tension. They're all aluminum and top quality throughout.



COST LESS TO INSTALL

It takes only 5 screws to install each Durall. A man can easily install one in five minutes from inside the building. And there are sizes for all stock frames so they fit perfectly, with no expensive and time-consuming fitting on the job.



NO CALL BACKS

Duralls put up nine years ago are still going strong...tight and secure against insects. And they're made so perfectly there are no "call backs."



LOOK SO GOOD

Fit in the window so taut and trim...they "look like a million." Made of "Alclad" aluminum, Duralls never rust, stain nor streak the house. Buyers appreciate that.



"SELL" SO EASILY

Just tell 'em they're "Duralls" — that go up and down so easily, from inside...roll up to store away in a closet...and never need painting...Duralls, that are nationally advertised by brand name.

They're perfect for porches and breezeways too—widths up to six feet—any height. Ask your dealer about them, or write to...

DURALL
PRODUCTS COMPANY
Sixth Ave., York, Penna.

Manufacturers of the Durall line of custom-made Screen-Porch Enclosures, Bermuda Screen Houses, Aluminum Combination and Screen Doors.

take a
good look at
PONDEROSA PINE



one of 10 woods from the
WESTERN PINE region

Straight, close and uniform-grained, lightweight, light-colored, workable, nailable, paintable, Ponderosa Pine is the pick o' the pines! Suited for all residential and light construction use — for fine paneling, woodwork, windows and doors — for furniture and specialty cuttings.

Ponderosa Pine comes in 3 select, 5 common, 4 dimension, 4 factory grades. You can order it in straight or mixed cars—together with the other woods of the Western Pine region—from most Western Pine Association member mills!

the Western Pines

IDAHO WHITE PINE
PONDEROSA PINE
SUGAR PINE

LARCH
DOUGLAS FIR
WHITE FIR
ENGELMANN SPRUCE
INCENSE CEDAR
RED CEDAR
LODGEPOLE PINE

the Associated Woods

get the facts
to help you sell

PONDEROSA PINE

Write for the FREE illustrated booklet to
WESTERN PINE ASSOCIATION
Yeon Bldg., Portland 4, Oregon



"WP" is a Registered Trademark
of the Western Pine Association



F.O.B. Muncie, Ind.



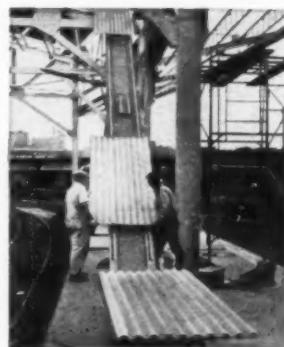
1-Man Operation—
No Experience
Needed.

Your $\frac{1}{2}$ " or $\frac{3}{8}$ " drill attaches easily to Pony Trowel. Same set of self-adjusting steel blades both float and finish. Gives smoother surface without taping even under difficult weather conditions. Durably built of aluminum alloy with 20" troweling ring. Competitive in every way to engine driven trowels except price. Pays for itself in one day's operation.

EXTRA BLADES \$2.75 set
WIRE BRUSH ATTACHMENT AVAILABLE
New, faster way to clean slabs.
Slips on easily.

See Your Dealer or Order Direct!
ELMO MANUFACTURING, INC.
DEPT. I-3, 324 W. HOWARD ST., PARKER, INDIANA

CONTRACTORS!



**Time
is
Money...**

a MULKEY
is a Profitable Investment

features that pay-off!

- Balanced and Portable
- One Man Operation
- Moves Materials Faster, More Efficiently
- Moves Brick, Tile, Mortar, Concrete Blocks, Boxes, Sacks, Corrugated Sheets, Crates, etc.
- Accommodates 8 ft. extensions

Write — Phone

SAM MULKEY COMPANY
P. O. Box 270, AB-2
Lee's Summit, Missouri

Successful Builder Cuts Heating Installation Costs with **Vulcan TRIMLINE** Baseboard

... improves quality, efficiency and salability!

Nat Siegel, Long Island builder, cut heating installation costs, improved quality, efficiency and salability by selecting VULCAN TRIMLINE for his 200-home development at West Brightwaters, L. I. Here's how he did it:

- Less materials used because TRIMLINE requires fewer parts (one-piece back and top).
- Simple method of installation saved man-hours — fewer joints, less fittings and cover snaps on — quick!
- TRIMLINE is I-B-R rated for top efficiency, a vital selling factor, seal of approval.

Learn How You Can Cut Your Costs With Trimline

Write today for VULCAN's free Catalog 54 that tells you how you can cut installation costs.

Originators of Fin-Tube and Baseboard Radiation in America



Nat Siegel, president of FERN HOMES, Brightwaters, Long Island.

TRIMLINE installed at 200-home development by FERN HOMES.

the **VULCAN** Radiator Co., 775 Capitol Ave., Hartford, Conn.

Building better homes?

install the quality horizontal, sliding aluminum window with self-storing storms and screens

PETERSON
WINDOWS

PETERSON WINDOW CORPORATION
1421 East 8 Mile Road, Ferndale 20, Michigan

Please send me name of nearest Peterson Window dealer and further information.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



MANUFACTURE COMPLETE PREFITTED DOOR UNITS QUICKLY & ECONOMICALLY

Trouble Free Production of Unit With Door, Split Jamb and Trim Both Sides Ready for Installation.

With Z & K Prehung Door Manufacturing Equipment you can now make economical precision prefinished door unit with split jamb and trim, both sides ready to be installed. Machine takes up very little space and comes pre-set so the first unit and every other unit will be perfect.

Write today for further information.

PREFITTED DOOR MFG. EQUIPMENT
Z & K TOOL COMPANY
407K Sand Hill Road, Lebanon, Pa.

*Covered by Pat. & Pat. Pending

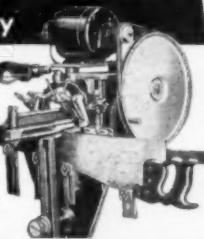
WE SET YOU UP IN BUSINESS

Here's A Real Opportunity

Read what Elmer L. Warr wrote in: "I have operated a Foley Saw File and a Betonther for over two years. I am a carpenter. When it will be hard for me to throw a hammer and push a saw, I will have a shop that will make me an easy living. I call these machines my old age insurance, and they are paying for themselves as we go along."

Send for **FREE BOOK**
"MONEY MAKING FACTS"

Shows how you can start at home, make up to \$3 or \$5 an hour in your spare time. Send coupon today. No salesmen will call.

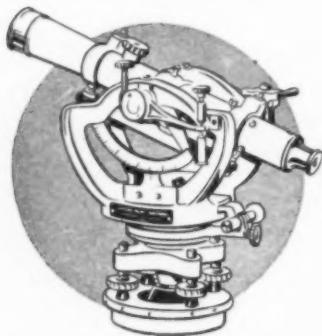


FOLEY MFG. CO., 224-6 Foley Bldg., Minneapolis 18, Minn.
Send **FREE BOOK**—**"MONEY MAKING FACTS."**

Name _____
Address _____



You Can't Miss With A WHITE



Universal Level-Transit

everything you could
ask for in a transit

Whatever you're looking for in a transit . . . look no further . . . WHITE'S got it . . . and in good measure! More than 40 years of know-how assure you of ACCURACY . . . to within 5 minutes on the vernier. SIMPLICITY . . . designed without unneeded frills or gadgets for fast adjustability and easy reading. DURABILITY . . . built for rough going, winter or summer and for years on end. PRICE . . . model 3000 complete with tripod for only \$199.50* is a value you can't equal. Fill in coupon below for complete details and name of nearest dealer.



manufacturers of fine optical instruments that engineers, surveyors, meteorologists and navigators have regarded as standard for more than 40 years.

*Prices subject to change without notice.

Do you want ALL the details?
MAIL THIS COUPON TODAY.

DAVID WHITE COMPANY—Dept. 256
301 W. Court St., Milwaukee 12, Wisconsin
Yes, I'd like full details and prices on
DAVID WHITE instruments and name of
nearest dealer.

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

MANUFACTURER'S NEWS . . .

The nation's aluminum usage will jump from an estimated four billion pounds in 1955 to twice that amount by 1965, according to market analysis department surveys for Kaiser Aluminum & Chemical Corp. As a result, Kaiser has started \$280 million expansion program, including 220,000-ton aluminum reduction plant at Ravenswood, W. Va., and 500,000-ton alumina plant on the Mississippi River near Gramercy, La. . . . Alex Lewyt, Brooklyn industrialist who introduced the built-in wall air conditioner a year ago, has embarked on a five-year, \$10-million expansion program for his three companies. He's now naming distributors at start of ambitious '56 sales campaign. . . . Total sales of glass for 1956 will be 35 per cent in excess of the record 1954 output, report John D. Biggers and George P. MacNichol, Jr., chairman and president, respectively, of Libbey-Owens-Ford Glass Co. . . .



Hill

Faegre

Robert Faegre is the new president and chief executive officer of Minnesota and Ontario Paper Co., Minneapolis. J. B. Faegre Sr., president since 1950, was elevated to board chairman. . . . Harry B. Higgins, president of Pittsburgh Plate Glass Co. since 1944, has succeeded Clarence M. Brown as chairman, with David G. Hill promoted to president. Hill's post as vice president in charge of glass manufacturing went to Ralph V. Reisgen. . . . Channing Way Jr., advertising administrative assistant at Saturday Evening Post has been upped to manager of promotion in the magazine's building products division. He'll also head promotion for plumbing, heating and air conditioning classifications. Merger of Rheem Manufacturing Co. with Richmond Radiator Co. has been jointly announced by R. S. Rheem and John J. Hall, company presidents, subject to approval of stockholders.

(Continued on page 246)

FOLDING DOORS . . .

covered in
TOLEX®
SUPPORTED VINYL

...ARE MORE
BEAUTIFUL . . .

...MORE
DURABLE

...AND FIRE
RESISTANT . . .

No other covering material offers such outstanding quality and features at such low cost! Produced in dozens of patterns and leather effects in a wide range of decorator colors . . . the perfect folding door material!

TEXTILEATHER, Toledo 3, Ohio
Division of The General Tire & Rubber Co.
Send me the names of folding door makers
who use TOLEX supported vinyl coverings:

Name _____

Address _____



I was snowed under with purchasing headaches.



Inventory was a constant sore point.



Construction supervision was time-consuming.



I was bogged down with design problems.



And my selling wasn't up to par.



Financing was difficult.

...now I am going places with PLACE HOMES!

Free yourself from the shackles of design, purchasing, inventory and all the other harassing problems involved in today's home-building operations. Step out! Start going places as a Place Homes builder-dealer. Build more homes with the same staff at a *greater profit* than you ever dreamed possible. Place Homes give you top, award-winning designs . . . the finest planning and engineering in the industry

. . . plus the best available materials and sales-clinching features on your site when you need them. Best of all, you get complete financing — package, construction and final mortgage money through the Crown Mortgage Corporation—Place Homes' wholly-owned lending agency. That's right—it's time to contact Place Homes — today's fastest growing, pre-cut, packaged home manufacturer.



Place Homes, Inc.
1212A S. Walnut Street, South Bend, Indiana
Rush all data and specifications on nationally famous Place Homes.

Name _____

Address _____



Specialist in sliding door hardware ...for years

Sliding door hardware is no sideline with us. It's our entire business! Concentration on design and production enable us to give you the best hardware at a low price. Builders say they can't miss with Kennatrack. Goes up easy, works easy, and lasts a lifetime. Reason enough why Kennatrack stays in the lead as America's largest exclusive manufacturer!

Kennatrack

SLIDING DOOR
HARDWARE

FREE!

Invaluable, because it takes the guesswork out of selecting the right hardware for the job.



Kennatrack Corp.
Elkhart, Indiana

Please send free BUYER'S GUIDE to:

NAME _____

ADDRESS _____

CITY _____ STATE _____

(Continued from page 244)

Concurrent with merger of Square D Company and Electric Controller and Manufacturing Co., F. W. Magin has become chairman of Square D's board of directors and A. G. Patterson was named president. . . . United States Air Conditioning Corp., Minneapolis, has purchased Floral City Heater Co., Monroe, Mich., reports David E. Feinberg, usAIRco president and Meyer Rosen, Floral City president. . . . E. L. Garfield, president, Typhoon Prop-R-Temp Corp. of Florida announces the merger of that company with the Hupp Corp., Detroit. . . . Merrill F. Yale has been named district manager of the new branch office and warehouse of Lincoln Electric Co. in Denver. . . . Michael Flynn Manufacturing Co., Philadelphia, has opened a new sales office and warehouse in Los Angeles. . . .



Briney

Way

Hugh M. Lineweaver is new merchandising manager of Forest Fiber Products Co., Forest Grove, Ore. . . . New manager of construction industry sales for Le Roi Division of Westinghouse Air Brake Co. is William F. Briney. . . . Charles W. Hill has been appointed advertising manager of General Plywood Corp. . . . Kawneer Co., Niles, Mich., has named Albert Stanley Fischer administrative assistant to director of research and development. . . . Tom L. Kalahar has been appointed sales manager of Sterling Hardware Mfg. Co. . . . New president of Macco Chemical Co. is H. Seymour Colton, who resigned as president of Colton Chemical Co. . . . With retirement of J. Carlisle MacDonald as assistant to chairman of the board, in charge of public relations, U. S. Steel Corp. announces the following promotions: Phelps H. Adams, executive director, public relations, and assistant to chairman of the board; Charles W. Huse, director, public relations administration; and Fred LePell, assistant director, public relations administration.

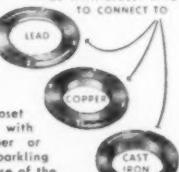
Every Modern Bathroom
deserves a SANI-FLO

stainless
steel
CLOSET
BASE

Acid
Resistant
A.I.A.
File
No. 29-H

For Bath and Toilet
Rooms in Homes,
Offices, Hotels, Clubs,
Restaurants, Theatres.

MADE WITH CLOSET RING
TO CONNECT TO



SANI-FLO is the ideal closet base for floors covered with linoleum, asphalt, rubber or plastic tile. It provides sparkling cleanliness around the base of the closet . . . protects floor and floor covering against saturation, offensive odors and deterioration of floor covering. Made to fit all makes and types of bowls. Simple, economical to install. Use SANI-FLO on all your bathroom jobs. Write for literature.

THE HOLLANDER MANUFACTURING CO.
3837 Spring Grove Ave., Cincinnati 23, Ohio

CLASSIFIED ADVERTISING

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.

Rates—\$7.50 minimum for 40 words or less. 15¢ for each additional word.

Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2 1/4 inches wide. 2 inches maximum. Signature cuts and trade names allowed.

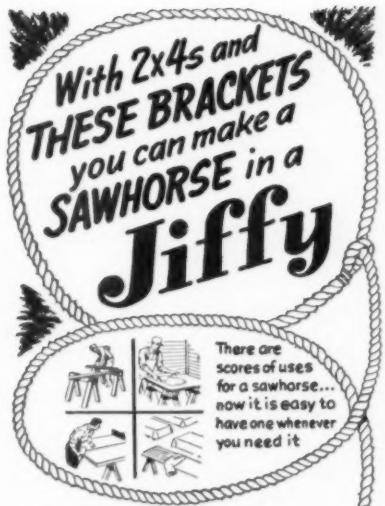
BUSINESS PROPERTY

GOOD GOING LUMBER, FEED & COAL YARD in good farmers' village in Southeastern Wisconsin—Main Building 155' x 32', Stoker Furnace, toilet, large show-room, unload feed car right into building. Two 1 1/2 ton blue streak mixers, 75 horse blue streak grinder, feed elevator, storage shed 207' x 25', lumber shed 207' x 23'. Large corn crib, roofed driveway, safe, scales, 2 trucks, coal unloader. Owner anxious to sell. For further information or appointment to see it, contact H. E. Gilbert, Realtor, Elkhorn, Wisconsin, Phone Parkview 3-3272.

BUSINESS SERVICES

DOUBLE YOUR INCOME from your newspaper advertising by using our low cost cartoons on Home Remodeling. Mats come in One or Two Column sizes. For FREE proofs & details write

LIL-AD CARTOON ADVERTISING
Box 167, Long Beach, Calif.



Set up and knocked down instantly without nails, screws or bolts. Easy to move from job to job, and takes little storage space when not in use.

Jiffy Sawhorse Brackets are ALL-WELDED... stronger than any 2x4s you can use for crossbar and legs.

Ask your hardware or building supply dealer for Jiffy Sawhorse Brackets. If he cannot supply you, write us direct.

GRAND HAVEN
STAMPED PRODUCTS CO.
Grand Haven, Mich.



LEARN TO ESTIMATE

You can estimate building construction costs quickly and accurately, and bid on profitable commercial and industrial jobs without worry about "What did I leave out?" or "Am I bidding too high, or worse yet, too low?" Become a successful building contractor by devoting some spare time to the study of our estimating course.

WHAT WE TEACH

We teach you to read plans, list and figure the cost of materials, estimate the costs of labor, and the other things that you need to know to bid on construction work with confidence. The labor cost data that we supply is not vague and theoretical—it is specific, complete, and accurate—it gives you the actual cost of labor required to do work in your locality at today's wage scales. We teach you to prepare estimates complete in every detail.

OUR GUARANTEE

Best of all you don't need to pay us one cent unless you decide that our course is what you need and want. We will send you plans, specifications, estimate sheets, cost data, and complete instructions for ten days study, so that you can see for yourself what this course can do for you. Mail the coupon today—we will do the rest.

CONSTRUCTION COST INSTITUTE

Dept. A256—Box 8788
University Station—Denver 10, Colorado

Send me your course on how to estimate building construction costs for ten days study. If I decide to keep it, I will send you \$19.75 (payable in two monthly payments) as full payment. Otherwise I will return the course, and there is no further obligation.

Name _____

Address _____

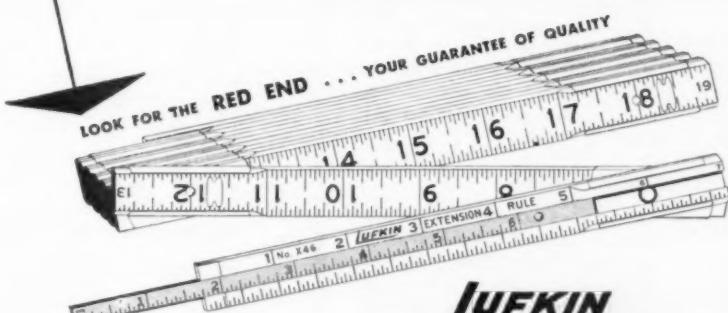
City _____ Zone _____ State _____

How to Use Scaffold Brackets



TO INSTALL window framing and siding on this home in Shaker Heights, Ohio, William F. Monroe, builder, uses safe, easy to install "Trouble Saver" Scaffold Brackets. These brackets are usually set in rows at levels of about 6 ft. Bearing on the house at three different points, each "Trouble Saver" Bracket provides maximum stability, permitting men to work faster in greater safety. Although made of strong rail steel, they are easily handled and can be installed in far less time than it takes to build a makeshift wooden scaffold. "Trouble Saver" Scaffold Brackets are available in 3 and 3 1/2 ft. lengths for nail, studding or bolt attachment. Any one type can be converted to any other with "Trouble Saver" Bracket Attachments. THE STEEL SCAFFOLDING COMPANY, 856 HUMBOLDT ST., BROOKLYN 22, NEW YORK, TELEPHONE: EVERGREEN 3-5510. Dept. AB

For extra heavy service

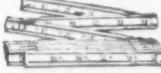


066 RED END



Similar to X-46 without brass extension and extra heavy sections. 4, 5, 6 & 8 ft. lengths.

066D ENGINEERS



Marked feet, 10ths and 100ths feet one side, feet, inches, 16ths other side.

Hundreds of thousands of craftsmen the world over prefer the Lufkin X-46 because:

- IT'S EXTRA DURABLE. Has select, straight-grained hard maple sections 50% thicker than standard. Brass strike plates prevent wear.
- IT STAYS ACCURATE. Rust-proof triple-locking joints don't loosen.
- IT STAYS EASY TO READ. Bold markings are embedded right into the wood and protected by a hard plastic finish.

Solid brass extension with black filled figures makes inside measurements easy. 6 foot lengths. Also available with "flat" markings or Folding End Hook.

BUY **LUFKIN** TAPES • RULES • PRECISION TOOLS
From Your Hardware or Tool Store

THE LUFKIN RULE CO., Saginaw, Michigan

The Month Ahead

PROFITABLE READING

Turn to page 97 and look up the catalogs of prefabbricators who distribute their houses in your area. Then circle the right numbers on the reply card in this issue. Result: profitable reading during a time of the year when you can give the matter your fullest attention.

PLANNING AHEAD

Minimum-houses won't pull the business this year. You've got to plan on "extras" that you (and your customers) can point to with pride. Next month, American Builder will bring you 16 full pages of those "extras." Everything we show will have just been introduced at the Chicago NAHB convention.

NOW'S THE TIME TO...

If you haven't yet written to Joseph B. Haverstick of Dayton, O., and congratulated him on becoming the new president of NAHB, don't put it off another minute. He's working for you and deserves your acknowledged support.

NEW VISTAS

Get in your car and look for land that's suitable for vacation-housing. Then look for our March issue and a story on the rising popularity of the "second" house: here's a new kind of building opportunity that's going to get bigger and bigger.

IDES OF APRIL

You'll probably need six weeks, at least, to straighten out your income tax. Start the dismal chore not later than March 1 and call for expert advice if things look like they're going against you. Your local association lawyer may be the best man to talk it over with.

Get your foot in the door

March is the first big payoff-month for Operation Home Improvement. Don't lose another minute, between now and then, in setting yourself up as a modernization specialist. Get the OHI Advertising and Display kit by writing Operation Home Improvement, 10 Rockefeller Plaza, New York 20, and enclosing your check for \$5. You'll also get 24 issues of the important OHI newsletter; it tells you what's going on: for example, 200 Oklahoma lumber dealers kicked off OHI—to their mutual advantage—at a banquet January 16. If business and building colleagues in *your* community have not geared the town to OHI, set up a similar affair to lay the groundwork right. Do it before March 1.

Take a tip from Cleveland

If you're curious about how much remodeling is going on in your town, now's the time to do a little checking. For example, F. N. (Nick) Molnar, chairman of the urban renewal committee of the Cleveland HBA, checked into building permits and found that the number issued for remodelings, on both one and two family dwellings, had increased (over 1954) 24% for the month of October, 1955. The value of remodeling permits for single family dwellings was up nearly 74% from where it was in 1954!

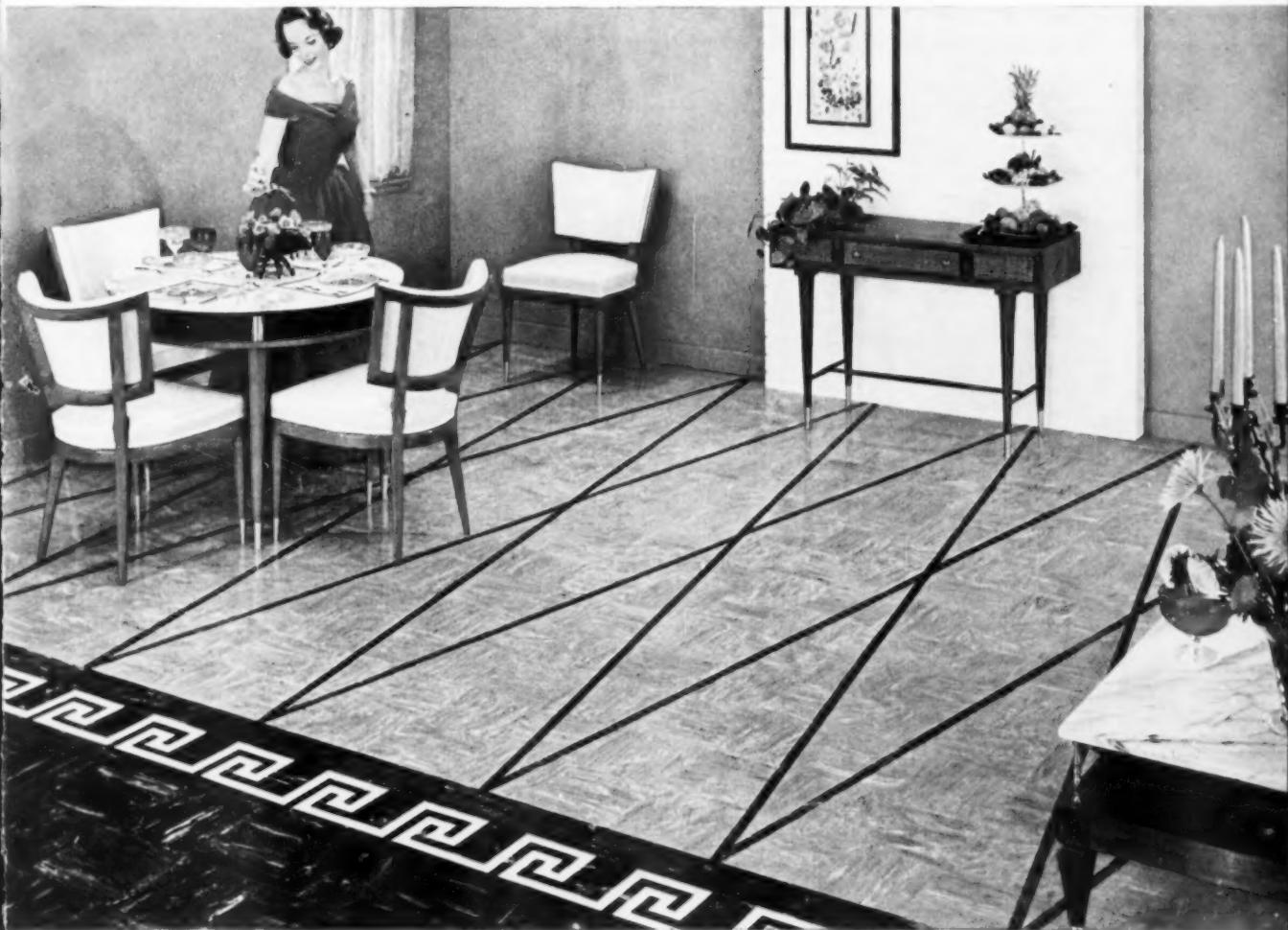
Buyers bloom in the spring

That old urge to live right hits most people just before grass turns green. The builder who builds the first and most attractive model usually gets the first cash-on-the-line buyers. Now's the time, in other words, to think about the advertisements, furnishings, brochures that will bring buyers to your model *first*.

Remember last year?

Just a word about the mud and miserable weather that always comes in March: check now on the products—like pliofilm—that will allow you to work between rainstorms.

MATICO - the floor that helps you sell the home



So beautiful, so quiet...you can almost **hear** sales resistance drop

MATICO Vinyl Tile

Put a luxurious MATICO homogeneous Vinyl Tile floor in your model home. Then watch when prospects see the lustrous, smooth surface . . . the rich, clear colors.

And watch when they first step on quiet, comfortable MATICO Vinyl Tile . . . you can tell by their expression that MATICO'S a hit. And what housewife could help but be sold on long, long wearing, easy-to-clean MATICO Vinyl Tile.

Yes, MATICO Vinyl Tile, a safe, trouble-free flooring, is a real sales plus for your homes. Get all the facts today!

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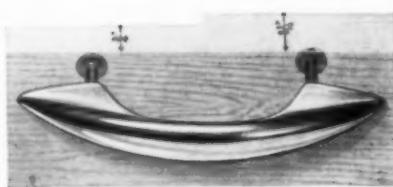
No. 144 Cup Pull
Diameter hole, 1 $\frac{1}{4}$ inches



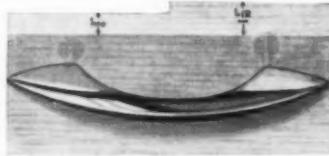
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